

# Sample Program | Strengthen Partnerships

## Description

Engagement Period: 12 months  
Avg. Monthly users: 50

### Program:

Every month, you run a three-day challenge where 10 questions are delivered in a spaced cadence to your network of partners. A “challenge” is typically an engagement period of one week or less where users compete to win the most points; and the winners are awarded at the end of the week. In this Sample Program, user engagement occurs over a year-long period, with another three months added for development, setup and reporting. This ongoing engagement program includes over 190 individual deliveries of content: including educational information, announcements and reminders. These deliveries are micro-interactions, mostly in the form of quiz questions (“Qs”) – incentivized, measured and gamified. The content is aimed to **engage your partners and reinforce key information that empowers them to know your organization and its offering better than any other.**

## Price Options

DIY:

**\$3,985**

PREMIUM:

from **\$16,235 to \$59,060**

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*Our clients look to us as trusted advisors and to bring new and innovative ideas to them. As a partner, Ringorang is a differentiator for us. We use it ourselves. I've worked in the financial and healthcare related industries and [Ringorang] can bring value to any of these organizations looking to really ensure learning and measure it, in a fun way, and not just tick the box.*

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**John Nemeth**, Sr. Manager, North Highland Consulting

## Scope

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### Weekly Challenges for 12 Consecutive Weeks

- 5 days engagement per Challenge: 3 weekdays of Live Qs (Wed – Fri), 2 weekend days of [Solo Mode](#) (where users can catch up on unplayed Qs).
- 10 Live Qs delivered per Challenge (avg 3-4 Live Qs/day for 3 weekdays)
- Basic Incentives Package:
  - Often partners are unable to accept incentives. So it is recommended to create a currency of prizing that relates to your company's offerings. See Recommendations at the end of this document.
- **15 months total project period:** 2 months development/setup period + 12 months user engagement + 1 month one-time reporting and recommendations.

## Value

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### Target Goal: Drive More Business Through Your Partnerships

- Push engagements to keep your information [Topstacked](#) in your partners' minds
- Capture ongoing data on knowledge, skills and attitudes -- in real-time
- Diagnostically determine strengths and weaknesses and make dynamic changes
- Deliver competitive offers and discounts to bring partner relationships to life!
- Drive partners to develop habits on where to reference your information in the future

### Engagement Value:

120 questions

48 in-app notifications

24 emails

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192 engagements with each of **50 users** over 12 months

## Pricing Options

	<u>DIY</u>	<u>Premium (range)</u>	
User Fees*	\$3,035	\$3,035	\$3,035
Services	\$950	\$13,200	\$56,025
Incentives/Prizing	\$0	\$0	\$0
	<b>\$3,985</b>	<i>from</i> <b>\$16,235</b> <i>to</i> <b>\$59,060</b>	

\* The differences in pricing include variations in hourly rate of service provider, number of hours of services provided in strategy, integration, writing, program management and reporting/analytics. The prizing is necessary, but in this case it should not require outlay of cash, but rather providing access to your offerings free of charge. [Connect with your Ringorang Rep](#) to learn more, or [Generate an Estimate](#).

## Who Buys This?

- Partnerships
- Channel Sales

Use Ringorang to...

- Cut above the clutter of typical email updates
- Educate partners measurably, and learn from them in real time!
- Incentivize sufficient repetition to create habits
- Capture data that verifies recall, **without taking time away from their daily routine**
- Make it fun.

## Recommendations

**Hot tip!** **If you're in charge of the productivity of partners**, why allow all your investment in those relationships drain away down the Forgetting Curve? The cost of forgetting is usually left unmeasured. With Partnerships, it can mean that you are no longer top of mind. Now you can get control of it before it occurs:

- **Use your first month's challenge (#1) as baseline diagnostics.** You'll start by applying our Loss of Recall metric to assess baseline. Then run the first Ringorang challenge to assess first level of reinforcement and identify strengths and weaknesses.
- **Use Challenge #2 - #3 to shore up weaknesses.** Put emphasis on content that drew weak performance and reduce emphasis where your partners are strong. [Topstack](#) key concepts and repeat them to measure they are being recalled.
- **Use Challenge #4 - #8 to drive deeper levels of awareness and also verified actions.** Use Ringorang's gamified format to inspire partners to undertake tasks, make them fun and lightly competitive, and then reward them for verifying completion.
- **As habits are gradually built, reduce emphasis on prizing and increase emphasis on sales.** The extrinsic rewards of Ringorang's gamification and micro-interactions are designed to stimulate recall, not the complete cycle of learning. As recall sets in over cycles of repetition, the user applies what they remember to practical and creative tasks, which leads to learning and habit formation. The reward then transfers from that of prizing to that of performance. Rather than putting emphasis on cash rewards, offer discounts or benefits that enhance the partnership. But make sure the rewards are viewed as VALUABLE to the partners. That will draw persistent attention.
- **Use Challenge #9 - #12 to maintain and reinforce habits, as well as update on partner support information.** Once you have built a responsive partner network, it's a matter of regularly reinforcing and updating to stave off any slippage.