

## Reaping the Benefits

**Apparently not content having shaken up the world of distributor websites and email marketing, strategy and solutions specialists E-NABLE are on yet another groundbreaking crusade.**

Having already secured clients for their new offering, E-NABLE is promoting the merits of its 'benefits and rewards' solution, which allows DSOs to provide distributors with offers and discounts from UK retailers, in a bid to drive loyalty and performance. The solution offers both online and offline redemption options and an ambitious card-based programme is expected to be introduced this summer.

The ability to offer such perks to employees has more than proven its merits in the corporate world. Benefits and rewards are now set to provide early adopters in the world of Direct Selling with a key strategic advantage, says John Andrews, who claims that his solution can be used very successfully to attract new joiners and provide existing distributors with an additional return on their investment in their business, thus promoting loyalty and retention.

He adds: "In times like these, when every penny counts, the benefits we provide are not just significant – they are relevant too. We are focused on signing up retailers that will benefit people in their weekly shopping". He adds: "Let's be honest, it's great if you can save £300 off a flat-screen television, but at the moment, it's probably more relevant to people that they can save on their daily groceries". E-NABLE currently provide access to more than 300 exclusive offers from UK brands and retailers. Andrews: "Whilst our clients decide which offers their network will have access to, we are particularly proud of the breadth and depth of offers. We cover groceries, health, beauty, insurance, electronics, travel, etc. – the lot".

Commendable as that may be, Andrews admits that, the one thing his clients appreciate even more, is the fact that E-NABLE's solution is cost neutral, "...but we can live with that. After all, in times like these, pennies count for everyone!".

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### More information

For more information, call 0870 111 5030 or visit [www.e-nable.me.uk](http://www.e-nable.me.uk)