



## CUSTOMER SUCCESS STORY

# WEX Health Empowers Partners with Personalized Channel Marketing Program

WEX Health is simplifying the business of healthcare with innovative software for healthcare benefits administration, including its integrated WEX Health Cloud solution. The organization supports hundreds of channel Partners—third-party administrators, health plans, financial institutions, exchange Partners and payroll providers—who serve millions of employers and consumers with WEX Health technology.

Giving Partners the tools to excel is a priority, and they are always investing in ways to add value to each relationship. In 2016, WEX Health leaders decided to create a special opportunity for Partners to learn how to build and grow their own internal marketing programs.

“We wanted to enlist outside, objective marketing expertise for this program. I knew **The Partner Marketing Group team from the technology community and felt their knowledge of how partner channels operate was superior,**” explains Kevin Machayya, WEX Health Senior Partner Program Manager.

## EMPOWERED, ENGAGED PARTNERS

A senior marketing consultant from The Partner Marketing Group worked closely with WEX Health to establish a multi-faceted approach that would benefit Partners across all levels of marketing maturity.

### TAILORED MARKETING TRAINING

The Partner Marketing Group kicked off with the WEX Health Genius Series—a customized multi-webinar training program that was easy for all Partners to attend virtually. The series covered several important topics, including how to build a marketing plan, strengthen their online presence, create compelling content and a variety of marketing tactics and tips.

In addition, their consultant delivered live presentations at the WEX Health Partner Marketing Bootcamp during their partner conference. “Our consultant embraced our industry and terminology very quickly so Partners stay very engaged in the training sessions. We are able to tailor the training to cut through the noise and focus on what is most relevant for them,” said Kevin. “We’ve received great feedback.”



*With the help of The Partner Marketing Group, our Partners are learning how to optimize their resources and where to focus their marketing investment. As a company, it has also given us a deeper understanding of what our Partners need and how we can support them.”*

Kevin Machayya  
Senior Partner Program Manager | WEX Health

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## PERSONALIZED MARKETING ASSESSMENTS

To provide a more individual experience, WEX Health also provided a subset of Partners with the opportunity to obtain a one-on-one marketing assessment from The Partner Marketing Group.



*The assessments have been very valuable for our Partners, no matter their size, capabilities or budget. Our consultant has been very respectful of each Partner's limitations and brought creative thinking to the table they never would have thought of. I witnessed firsthand old mindsets changing and ideas being sparked simply because of the way she explained it. It's more personal and they have really appreciated getting this level of expertise and attention."*

Kevin Machayya  
Senior Partner Program Manager | WEX Health

### EACH ASSESSMENT INCLUDED:



A call to discuss their challenges and objectives



A comprehensive evaluation of their existing marketing from their website and content to campaigns and social presence



A detailed report of practical recommendations



A collaborative call with the Partner and WEX Health account executive to discuss findings, walk through recommendations and answer questions

## BENEFITS ACROSS THE BOARD

Partners have gained valuable marketing tools, advice and best practices they can use to boost sales and marketing performance

Account executives can help Partners go to market faster and grow their business

Ability to validate the marketing maturity of Partners

Insight into what Partners need to support targeted marketing efforts

Ongoing channel marketing expertise and programs to improve Partner satisfaction and retention



The **Partner** Marketing Group