



Partners to win big with new Fuji Xerox initiative

Kansha program promises big awards for a partner's hard work

Matthew Sainsbury 15 October, 2009 12:16:00

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Fuji Xerox has announced a new rewards scheme, called Kansha, a Japanese word for appreciation.

Under the program, partners earn points on sales of eligible Fuji Xerox printers, which can be redeemed for more than 400 rewards including homewares, gift vouchers, experiences, fine dining, electronics and travel. The program replaces a Mastercard program the vendor had in place previously.

Fuji Xerox marketing manager, Brad Monsborough, said its goal was to build better relationships with partners, by making it relatively easy to accumulate enough points to earn rewards.

"For example, selling 10 of our volume laser printers can win a partner a flight, 10 small office printers will earn a digital camera, and just one high-end laser printer a month over six months will earn a digital camcorder," Monsborough said.

The vendor will actively encourage partners to spend points, with leftover points after six months of accumulation being tradeable simple gift vouchers, Monsborough said.

"This is not a program we want people to accumulate points with. We are hoping that people use the points to gain a sense of reward," he said.

The program is available to all channel partners and their employees who sell eligible Fuji Xerox printers. Participating partners are required to become Kansha members through online registration.