

Case Study

Channel Satisfaction and Channel Programme Development

The Business Challenge

Our client has a diverse portfolio of technology products, and an equally diverse channel. Most channel players are highly specialised, and only take one or two elements of the client portfolio. Historically, the client had been very product focused but was now switching attention to vertical market structures. There were also issues around channel loyalty. The client therefore wished to improve its understanding of the channel today, and how best to develop a channel partner programme against its new structure. This would include a reinvigorated channel accreditation approach.

Research Methodology

An initial programme of depth interviews across its four largest country markets and over five different product areas. This was followed by the development of a rolling structured quantitative (online) programme to measure satisfaction with its new reseller accreditation and support programme. Understanding of best practise from other areas was also a key input into this.

Action from the Research

Our client had a firm grasp of the issues by product area, and also recognised there were specific country based issues. This has enabled them to develop a new approach to channel accreditation and development of a much more consistent channel support strategy.

