



Partners Are the Customer Experience

Nancy Ridge | Norma Watenpaugh, CSAP

An **A | S | A | P**® Publication

In Collaboration With



We wanted to know...

We surveyed respondents across many partner types and roles, and asked:

1

How do partners create a great customer experience?

2

How do vendors create a great partner experience?

3

How does a great partner experience influence a great customer experience?

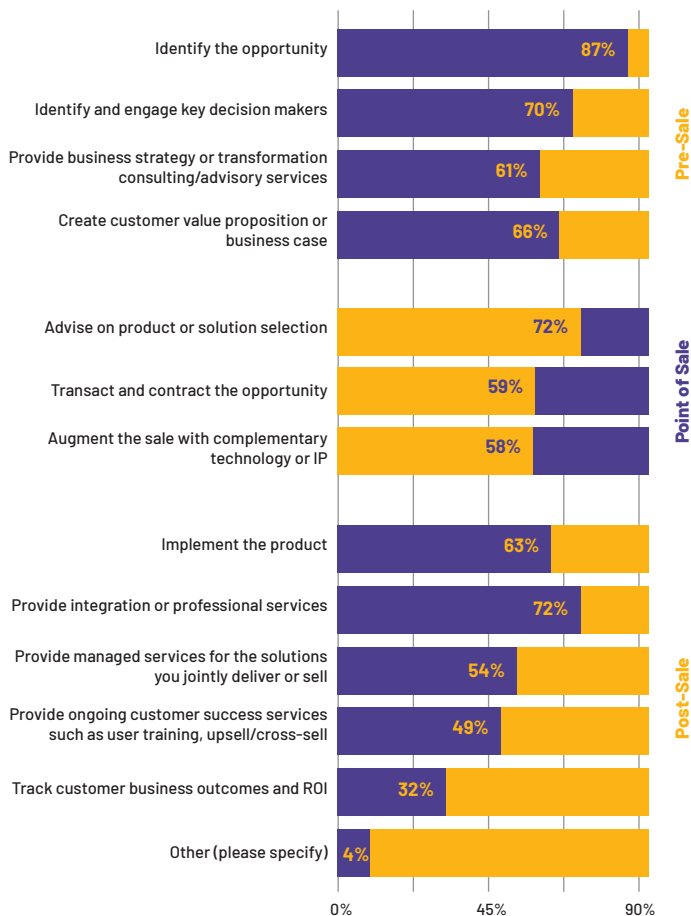
4

How does that generate growth and revenue?



In your experience, what roles do your partners play in the customers' journey? Check all that apply.

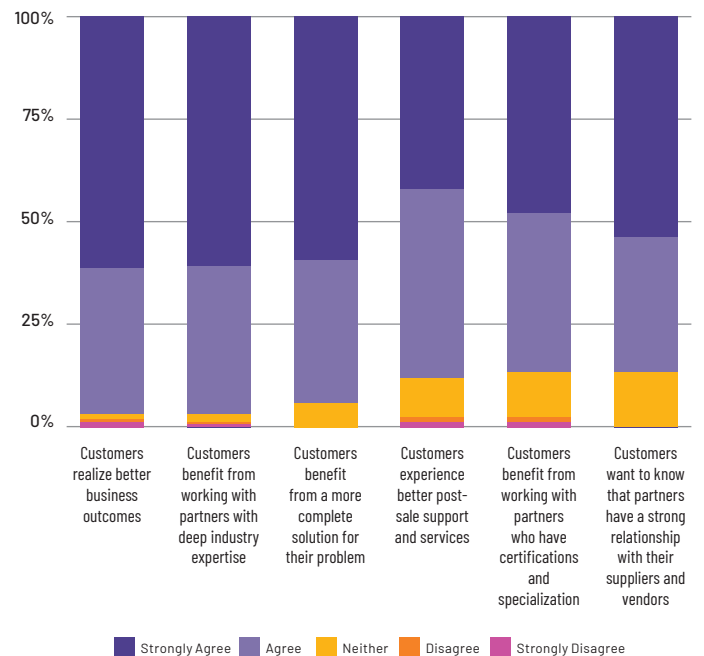
Partner Role in the Customer Journey



Rate how customers benefit from a strong partner experience?

Customers Benefit from a Strong Partner Experience

It was very clear from the responses we received that participants believe customers benefit from a positive partner experience. Here the responses are stack-ranked by degree of impact. Most notably, "Customers realize better business outcomes" rose to the top. Nearly 100 percent (97.3%) of respondents agreed or strongly agreed with this statement. This is ultimately what customers are buying and what smart vendors are selling!



Key Highlights of Our Research

1. Customer experience cannot be decoupled from partners.
2. Partners engage along the entire customer journey.
3. Customers are realizing better outcomes through partners.
4. Enablement and specialization underlie the customer experience.
5. Partner post-sales engagement and enrichment enable retention.
6. Relationships matter.
7. Current CX and PX metrics aren't correlated and aren't sufficient.

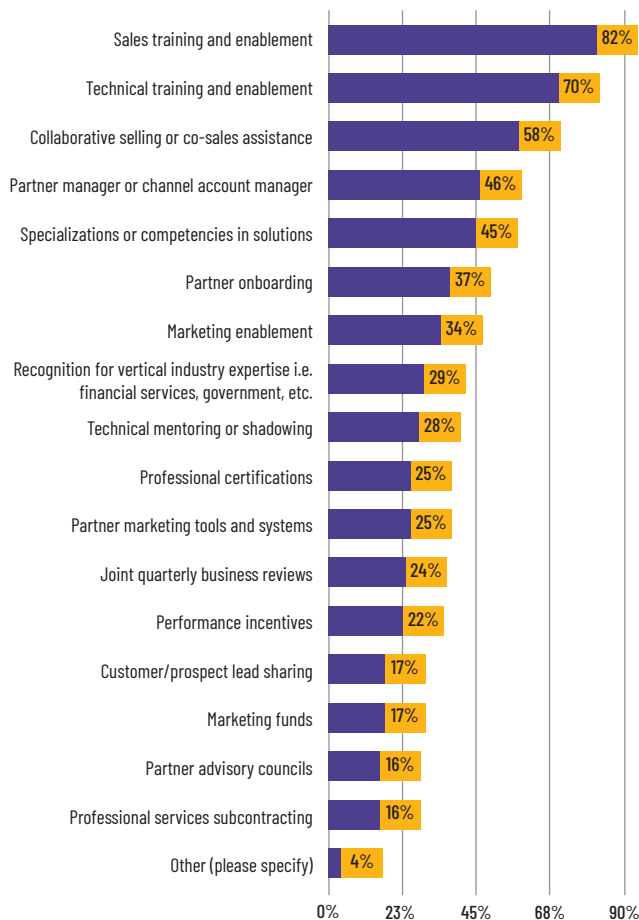


In your opinion, which benefits impact a partner's ability to deliver a compelling customer experience the most? Pick the top five.



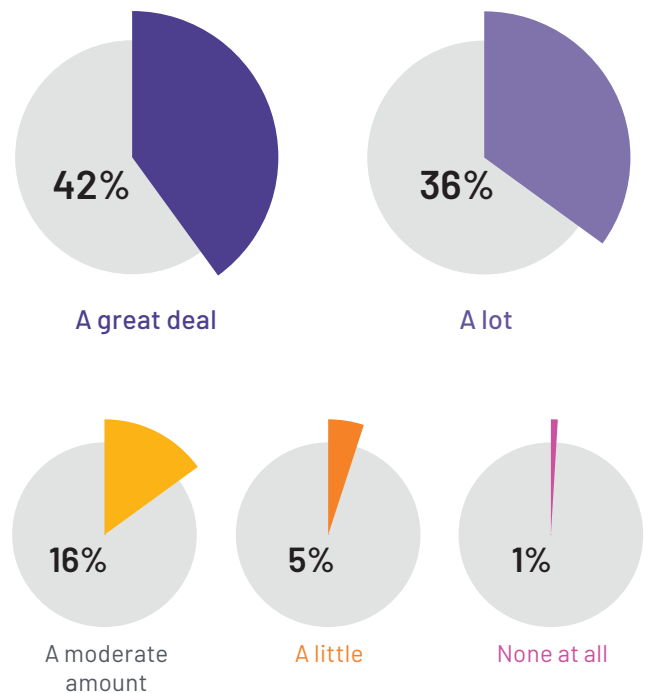
In your opinion, how much of your customers' experience is influenced by a relationship with a partner?

Partner Benefits That Impact Customer Experience



78% of Respondents State That Partners Influence the Customer's Experience "a Lot" to "a Great Deal"

Partner Influence on Customer Experience



Call to Action

- 1. Think ecosystem.** Break out of the “sell through” mode and expand partner types. Customer experience is increasingly delivered through an ecosystem.
- 2. Map your customer journey** with partner touch points; include your existing partners and other partner types outside your silo.
- 3. Enable each touch point.** Ask how are you enabling and supporting your partners at each touch point?
- 4. Build relationships** through thoughtful human interaction and application of digital platforms.
- 5. Measure partner impact on customer experience.** Look to innovations that enable measuring, monitoring, and managing.
- 6. Make gaining visible executive sponsorship** for PX a priority, delivered through all aspects of the organization; this will drive the PX through to CX and revenue!

About the Authors



Nancy Ridge

Nancy Ridge is president and founder of Ridge Innovative (www.ridgeinnovative.com), and a committed ecosystem strategist who has led from all sides of the table. Her

passion is delivering the best business outcomes to clients through technology, as well as offering programs for developing channels, leadership, team selling, and one-on-one professional coaching. Previously, Nancy built the partner program for a leading national technology services broker. She also led sales for a high-touch carrier that won #41 on the Inc. 500 list of fastest-growing companies. She is the cofounder and past president of the Alliance of Channel Women, and a certified WBENC. Nancy regularly speaks on panels, acts as a moderator, and serves as a keynote on topics ranging from technology to mentoring and gender diversity. She can be reached at nridge@ridgeinnovative.com.



Norma Watenpaugh, CSAP

Norma Watenpaugh is the founder and CEO of Phoenix Consulting Group (www.phoenixcg.com), which provides education and consulting services with expertise

in ecosystem development, go-to-market strategy, and alliance management. Phoenix Consulting Group has been recognized by *Forbes* as one of America's Best Management Consulting Firms in 2021, 2022, and 2023. Norma was named a Woman of Influence in Silicon Valley by the *Silicon Valley Business Journal* and serves on the advisory board of the Association of Strategic Alliance Professionals (ASAP). As former Best Practices Committee Chair, she has led ASAP in developing the CA-AM and CSAP professional certifications and in revitalizing *The ASAP Handbook of Alliance Management*. She led the US delegation to the ISO standards committee in developing the ISO-440001 Collaborative Business Relationship Management Standard. She can be reached at normaw@phoenixcg.com.

Buy the e-book to learn more about the complete findings

Visit www.strategic-alliances.org/pxcx for more information and to purchase today!

