

Certified Partner Program Re-enrollment

*Outbound telesales to secure
channel partnerships*

Overview

Country: United States

Industry: Technology

Service Areas: Outbound Sales and Channel Partner Management

Customer Profile: A worldwide leader in software, services, and Internet technologies for personal and business computing

Business Challenge: The client needed to reach out to its network of 12,000 certified partners to educate them about new renewal and membership requirements, support them through the renewal process, and obtain data to understand any factors that might be hindering renewals.

VMC Solution: VMC provided a qualified team that effectively communicated with program partners, researched and tracked program data, and addressed member barriers to re-enrollment. The VMC team secured an unprecedented 91% renewal rate.

Benefits:

- VMC's expert outbound B2B telesales team achieved a very high rate of renewal, guaranteeing the client continued success and revenue from its partner channel.
- VMC representatives were able to obtain and report valuable data and insights into barriers to renewal, and work with partners to remove those barriers.

Business Challenge

The client had built a robust network of 12,000 Certified and Gold Partner companies, using the client's software for building and distributing technology solutions to customers. All of these Partners were on an annual renewal schedule—with 90% renewing between January and April of each year. When the client rolled out policy changes to its renewal requirements at the start of a new year, they subsequently found that by Q4 many partners had still not completed these requirements.

The client extended a “grandfather” period through the end of the following year to allow these partners to meet the new requirements and complete their renewal. It was clear that the partners needed help getting through the new renewal process, so that the client could to maintain the strength of its partner channel. The client's worldwide goal was to secure 90 percent of eligible partners renewed by the end of April.

The client selected VMC to recruit and train a qualified outbound tele-evangelism team to call the partners, inform them about the grandfathering period, handle any objections about the renewal requirements, educate partners on program benefits, and assist them with completing the steps for renewal.

The client was also hoping to obtain data and insights into why partners were not re-enrolling at the same rate as in years past. The client could obtain reports that provided details about the partners who had re-enrolled, but almost no data about those who did not. The client needed communication research to be able to track and report insights on the “in-progress” partners that had yet to complete enrollment.

VMC Solution

VMC staffed an 80-member team. Initial training was provided by the client with information on the history of the program and how the grandfather policy had recently been introduced. The client provided VMC team members with key messaging for the project. Additional training was provided by VMC on how to use tools, handle objections, articulate program benefits, and walk partners through the renewal process.

The VMC team developed the business intelligence tools and reporting used to capture both aggregate data and verbatim decline reasons for non-renewal. VMC defined two types of partner declines to categorize the data: “Acceptable Decline” and “Open Escalation.” An Acceptable Decline included cases such as a partner going out-of-business or merging with another location. An Open Escalation included concerns about the client as a competitive threat or general dislikes for the company. The two types of decline were documented separately, and these Open Escalation customer concerns were sent to the client for follow-up action.

Detailed reports on “in-progress” partners provided insight into the decision process and success of VMC’s attempts to reach each partner. The reports included information such as indecisiveness, trouble with payment or profile, and non-responsiveness of these in-progress partners.

Results

VMC achieved a 91 percent renewal rate, besting the client’s original goal of 90 percent. The remaining nine percent who had not renewed were all documented as Acceptable Declines, with both an aggregate decline type and verbatim notes on why each partner would not be re-enrolling into the program. VMC achieved the goal of 100 percent accountability for all partners up for renewal between January and April. The VMC outbound telesales team assisted with all of the client marketing activities to get partners renewed.

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