

Success Story: Partner Segmentation Through Business Intelligence

New segmentation model increases ability to target and satisfy critical partners

Touch delivered a fresh approach to partner segmentation that proved both accurate and actionable. The client drove deeper satisfaction and performance within critical partner segments, partners saw more value from the client, and customers could more easily identify the right partner.

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Background

A leading software manufacturer had achieved excellent scale of their channel program. However, improved segmentation of the program was needed to effectively address some partner needs that were unique to certain partner types or to various targeted markets. Touch was engaged to help identify and qualify channel program segmentation criteria.

Business Objective

- Define partner company personas as a basis for channel partner program segmentation
- Establish an easy-to-understand framework that could be leveraged across the company to help ensure consistency around partner management
- Enhance partner business value propositions through enhanced insight what different partner types valued most
- Strengthen and target channel management efforts

Capabilities Required

- Deep knowledge of partner and market segmentation
- Management and analysis of divergent data to gain actionable insight
- Ability to coordinate activities and feedback across distinct business and product groups to yield a cross-functional approach for addressing channel partners
- Competitive assessment to help prioritize channel program priorities and requirements

Benefits Realized

- New segmentation model allowed partners to be easily classified into distinct, actionable and statistically relevant groupings
- Client better addressed critical partner segments by adding specializations to its existing program
- Customers were able to more efficiently find qualified partners who could address their needs
- Client had flexibility to adapt to future changes

Quick Success Fact

Besides increasing the ability to meet different need states, better segmentation often reduces costs by eliminating low-value offerings

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About Touch

Touch helps Fortune 500 leaders solve business problems.

We help global enterprises implement new practices and advance game-changing ideas. Our strategy capabilities encompass four key disciplines: corporate planning, competitive assessments, channel management and business intelligence.

We make you better.