

Channel Account Management Program Boosts Business Wins in 60% of APAC Accounts



The Client

A global leader in delivering superior communications experiences that provides a complete portfolio of software and services for multi-touch contact center and unified communications offered on premises, in the cloud, or as hybrid solutions.

The Background

The Client was running a global channel sales program with limited resources covering only Tier 1 and bigger accounts while leaving Tiers 2 & 3, and mid-market partners without sufficient support to drive sales and achieve results. Our business partner covering the Americas entrusted the channel program to Onboard for APAC to:

- activate Tier 2 and 3 partner accounts
- inform & train partners
- run a partner qualification program
- establish use of the company PRM portal as the only source of information for distributing new marketing content and provide technical support

Channel Solutions

- Sales Strategy
- Partner program enablement
- Data services
- Channel Account Management

Results

We reactivated dormant partner accounts and increased the overall order value of Tier 2 and Tier 3 partners by more than 20% in the first year only. The project is active for 3+ years with a stable annual order value increase. Our ACAMs worked with our client's channel partners to set and execute marketing and sales initiatives that increased sales. Due to its success in APAC, the project was extended to cover the LATAM region too.

- 20% increase of order value year-on-year
- the client extended the project based on its success
- Improved and personalized relationship with Tier 2 and Tier 3 Partners
- Channel Program optimization leading to closer collaboration with partner accounts and measurable, positive impact on order value.