

## WORLDWIDE LEADER IN NETWORKING TECHNOLOGY

### Creates a Powerful Program with Convergys to Enable Partners to Sell its Solutions more Effectively

#### Client Objective

Enable channel partners to effectively sell company's networking solutions

This global technology company's solutions are the foundation of networks that are essential to business, education, government and home communications. The company's innovative spirit and technical and engineering expertise have also made it the market leader in areas such as routing, switching, unified communications, wireless and security.

Beyond its celebrated technical expertise, the company has also developed ground-breaking approaches to marketing and selling both individual products and integrated solutions. It has built and empowered a worldwide network of channel partners that are resellers and specialists in the fastest changing product category ever.

Recognizing the complexity and pace of change that govern the marketplace for its own products and solutions, this company has made it a priority to help its partners be more effective, efficient and productive in building and growing their own customer relationships.

The company took a revolutionary step—offer channel partners technical support and assistance before they actually purchase any products. The team recognized that support to bid on a network install, for example, would pay numerous dividends.

- Helping its business partners serve their customers more effectively, and increase their likelihood of making a sale
- Making it easier for partners to choose and specify its products and services
- Helping to ensure that these products and services were being used and specified correctly

Convergys was chosen to provide this service, and has served this company and its partners ever since.

*relationship management*



### *case study*

#### Results

Since its inception, this partner help program has become a critical facet of this company's partner enablement program.

- Growing from 10 to 50 specialists, and assisting partners with over 600,000 cases since inception
- Delivering a high level of quality, with well over 90% of cases resolved during the first call
- Expanding to provide support for specialized tools used by channel partners
- Closing a critical support gap for unified communications products and services
- Supporting company's global strategy by localizing and supporting core case management technology for 12 additional languages in less than 2 years
- All while consistently meeting or exceeding service metrics

**CONVERGYS**  
Outthinking Outdoing

### Convergys Solution

Integrate seamlessly with the company's services to support changing business needs

For more than a decade, the Convergys team has helped this customer and its business partners navigate one of the most dynamic marketplaces in history.

Over the years, the program has grown in several different dimensions—adding new capabilities and expanding to a global footprint—while remaining consistently focused on providing outstanding support to partners.

**Core successes:** Convergys specialists have provided critical pre-sales technical assistance at a consistently high quality level to partners. The Convergys team delivers up-to-the minute technical information via phone, web and e-mail, and also provides assistance with network design and product selection.

- Convergys implemented an innovative staffing model that includes highly capable technical “Go to’s” for each supported group, enabling the Convergys team to handle virtually all escalations without requiring intervention from the company’s engineers.
- Convergys has taken responsibility for the company’s primary case management tool that serves as a resource for the sales field on partner support requirements within each of the company theatres.
- Convergys team members were recipients of the company’s prestigious teamwork award in 2006, which recognized the overall team contribution to the success of one of the key partner enablement programs. Their dedication, knowledge and support introduced ease of business practices and partner enablement initiatives.

**Expanded Support:** At the present time, Convergys teams provide support and assistance for this company’s essential tools and services regularly used throughout the partner community. For example, Convergys teams provide support and assistance for partner demonstration kits that include actual equipment; for online demonstrations of network management capabilities; and for tools that gather information on existing networks and properly configure new equipment.

**Global Reach:** With the global marketplace growing at an accelerating pace, the company called on Convergys to make its partner enablement expertise available around the world.

The Convergys team responded by localizing its core technology for 12 languages, including:

- For Latin America: Portuguese (Brazilian), Spanish (Latin American)
- For Europe: Czech, French, German, Italian, Polish, Russian, Spanish (Castilian)
- For Asia: Chinese (Simplified), Japanese, Korean

To meet the project’s ambitious schedule, the Convergys team developed a multi-faceted process to address technical, cultural and linguistic issues involved in translating a complex online tool and its content for seamless use across nations and cultures.

“This partner help program always provides the best support in the business—it truly provides excellent support to partners.” ~Company’s Partner