



THE CHALLENGE

Company D is a global leader in communication systems, applications and services. They design, build, deploy and manage complex networks and communication infrastructures for enterprise clients around the globe. Company D is a worldwide publicly traded company with customers ranging from small businesses and nonprofit organizations up to Fortune 500 enterprise companies and U.S. Government agencies.

Company D's challenge was the need to ensure that its business partners achieved and maintained the skills, processes and infrastructure necessary to be certified to perform installations, support the sale of products and support agreements and continue to perform ongoing services for their customers up to their authorized partner level. Company D needed a third party firm to independently assess and evaluate their business partners, without any biases. Comprehensive service assessments were needed to ensure that the business partner's infrastructure and service capabilities met or exceeded Company D's certification requirements, which directly impacts the products that the business partner is authorized to sell and the marketing fund allocations they would receive.

THE SOLUTION

Company D engaged with the Chameleon Group to independently assess and audit their top tier business partners for service, installation and infrastructure capabilities.

This is the fourth consecutive year that Company D has chosen Chameleon Group to audit their U.S., Canada and Latin America Business Partners. Chameleon Group performs complete Onsite, Webex and Teleconference service assessments of the highest level business partners in Company D's Certification Program. Chameleon Group has performed over one hundred and thirty five U.S. and Canadian audits and sixty five Latin America audits for Company D.

The objective of the assessment is to assist and guide the business partner to achieve initial certification, maintain its current level of certification, or to qualify for higher levels of certification. All measurements of success which Chameleon Group evaluates are selected by Company D and any observations are noted in a final written report, which is presented to the business partner after approval by Company D. The comprehensive service assessment report includes observations and assessment of various skill sets, systems and processes, including: sales automation systems, customer satisfaction surveys, field service accreditation, installation and project management procedure verification, operational performance, pre-post sales support capabilities, and inventory control management. Based upon the results of this assessment, Company D makes a determination as to the level of certification the business partners achieve, or what remedial actions must be taken before certification can occur.

Company D Case Study - Chameleon Group LLC

In addition, Chameleon Group has produced and developed templates and checklists for Company D to assist with the service assessment and tools to educate the business partners prior to and during the audit.

Chameleon Group is fully trained in Company D's service and installation programs, business partner classification rankings and various evaluation points which make the channel partner successful at selling and servicing Company D's end customers. Company D has Chameleon Group ensure that all channel partners have the infrastructure, processes and systems in place to provide effective sales and technical support to end-user customers.

THE BENEFIT

Because of Chameleon's highly professional technical sales and service backgrounds, Company D was able to:

- Increase Company D's Business Partners awareness of the service offerings and ensure the right partners are not only selling maintenance and installation but also able to effectively provide all services to end users.
- Assist Company D in developing a uniform and more global program for Company D's entire indirect channel partners to utilize. This has created an effective and efficient way to praise and share successes, ensure minimum standards and escalate concerns before ineffective installations or service calls negatively effect an end customer.
- Elevate the top tier business partners and ensure additional benefits, coop dollars and discount incentives are offered to those achieving the highest level of service standards.
- Aid smaller business partners through feedback and audits to achieve higher certification level rankings.
- Bridge Company D's Channel Managers and Business Partners together to become more effective for end-customers without any bias.

Overall, the approach has created a more unified service assessment model for Company D to evaluate and understand their indirect partners' levels. Additionally, it has increased end-user customer satisfaction, ensured more smooth installations and rewarded those business partners performing service-levels to Company D's standards.

This entire document is proprietary and confidential. Reproduction or transmission of this document in whole or in part is strictly forbidden and is a violation of United States Copyright laws.

2007 Chameleon Group LLC.

Chameleon Group LLC
800-773-9182
www.chameleonsales.com