

BACKGROUND

Medallia is a Customer Experience (CEX) Software provider.

They needed to increase revenue through partner sales by creating a formal partner program.

SOLUTION

Competitive Intelligence

Evaluated competing CEX programs.

Validated key value proposition statements for program participation.

Compiled partners' needs for a formal program by completing interviews.

Created an overview framework needed for a successful Medallia partner program.

RESULTS

PARTNER PROGRAM BLUEPRINT CASE STUDY WITH MEDALLIA



"bChannels depth of knowledge on program development and their structured approach to working with us to develop our partner program was invaluable. I've recommended you before this initiative and have recommended you since!"

Medallia
Senior Director