



Partnership Relationship Diagnostic (PRD)

The business intelligence solution helping companies measure and improve the health of the partner relationship



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Partner Relationship Diagnostic

Loyalty leading companies understand that, to have satisfied and loyal customers, they must ensure their partners are satisfied and loyal. A healthy partner relationship relies on you providing your partners the tools, resources and working relationship they need to succeed at servicing your joint customers. Optimizing these partner experiences ensures partners remain loyal: partners stay and deepen their relationship with you.

The Partner Relationship Diagnostic (PRD) is a business intelligence solution that helps companies **measure, improve and evaluate** the health of the partner relationship. The PRD will help you:

1. **Measure critical components of the health of the partner relationship**
 - Partner loyalty
 - Satisfaction with partner experience
2. **Determine the primary causes of partner disloyalty**
3. **Select the right partner experience improvement solution(s) that will maximize ROI**
4. **Understand how your partnership compares to your competitors and impacts partner loyalty**



Analysis and Reporting

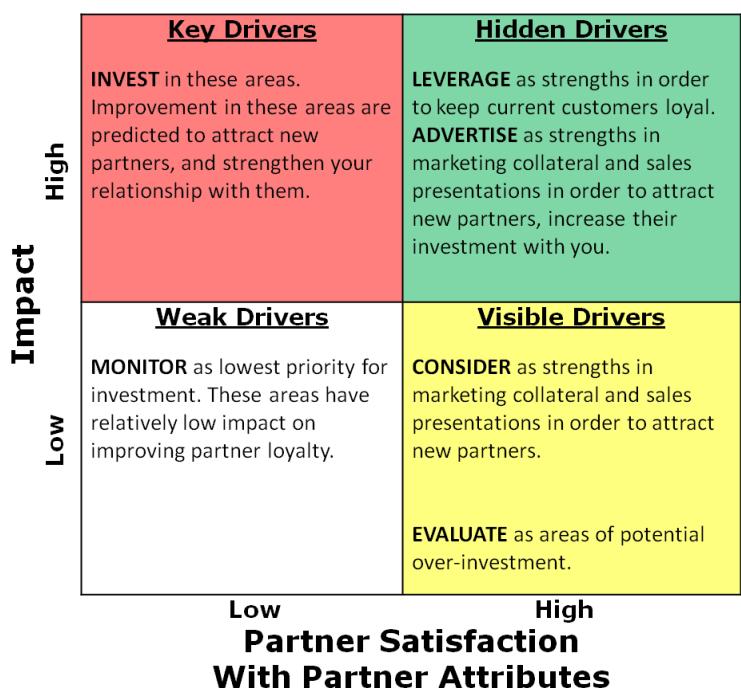
The PRD employs a web-based survey to collect partner feedback. These partner survey responses are analyzed to uncover insights that help with critical business decisions. Key partner metrics include a partner loyalty index and partner experience metrics that can be integrated into executive dashboards.

The PRD contains easy to interpret graphs that help you interpret and communicate the survey results to all constituencies.

The PRD is a culmination of 20 years of scientific research and practical experience in world class customer-centric companies.

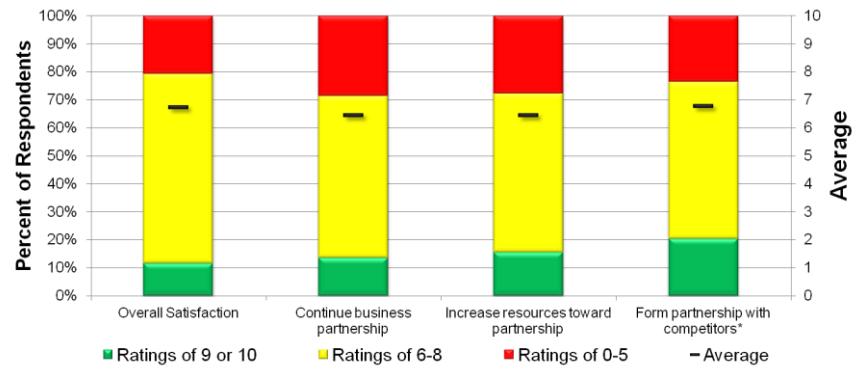
Who Uses the PRD?

The PRD is used by partner organizations. While the PRD measures the health of the partner relationship, Voice of Customer (VoC) professionals can use the insights of the PRD to help prioritize improvement initiatives to improve the customer experience and customer loyalty.



Support your company's growth by improving the partner experience which will have a substantial impact on customer loyalty and accelerated business growth.

1. Use the PRD as **your partner relationship survey**
2. Improve the partner experience and increase partner loyalty
3. Drive up customer experience and customer loyalty through your partners
4. Identify improvement efforts that maximize ROI
5. Track improvement over time
6. Use partner-centric metrics in executive dashboards
7. Understand where your company ranks among other business partners.



Partner-Centric Business Metrics

The PRD contains reliable, valid and useful experience and loyalty metrics to help you manage your partner relationships. These easy-to-understand metrics are excellent for executive dashboards. Including these metrics in dashboards helps ensure partner input is used in important business decisions. These metrics are:

1. **The Partner Loyalty Metric:** The PRD measures partner loyalty using four survey questions: Overall satisfaction, Likelihood to continue partnership, Likelihood to increase resources toward partnership and Likelihood to form partnership with competitors.

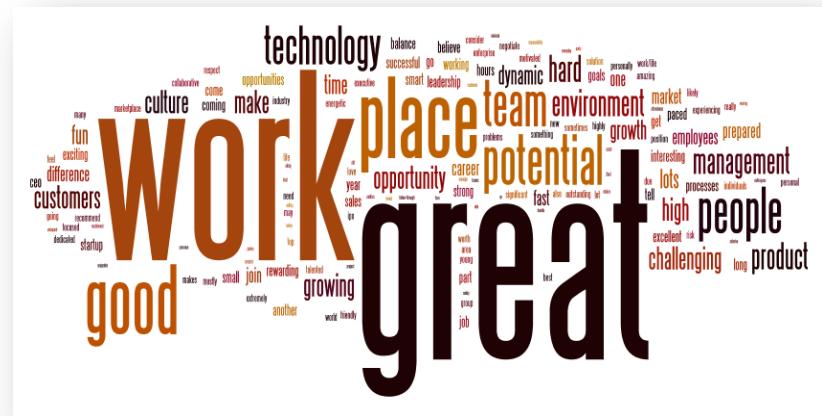
2. **Partner Experience Metrics:** The PRD's partner experience metrics assess partner satisfaction across seven areas.

3. **Relative Performance Assessment (RPA): Competitive Benchmarking:**

Competitive benchmarking is a useful way to help you understand

your relative performance compared to your competition. Using the Relative Performance Assessment, you will be able to identify how to improve your competitive advantage against your competitors.

Estimate your industry percentile ranking using our Partner Perception of Percentile Rank (P-PeRk) score (possible scores range from 0% (worst) to 100% (best)).



Word Cloud of Survey Responses

For more information about the Partner Relationship Diagnostic, please visit www.businessoverbroadway.com or email Bob E. Hayes, PhD at bob@businessoverbroadway.com.

customer

feedback



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