



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 *value* 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 priorities improvement initiatives to improve the customer experience and customer loyalty.

		Key Drivers	Hidden Drivers
Impact	High	INVEST in these areas. Improvement in these areas are predicted to attract new partners, and strengthen your relationship with them.	LEVERAGE as strengths in order to keep current customers loyal. ADVERTISE as strengths in marketing collateral and sales presentations in order to attract new partners, increase their investment with you.
	Low	Weak Drivers MONITOR as lowest priority for investment. These areas have relatively low impact on improving partner loyalty.	Visible Drivers CONSIDER as strengths in marketing collateral and sales presentations in order to attract new partners. EVALUATE as areas of potential over-investment.
		Low	High
		Partner Satisfaction With Partner Attributes	



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