

# Definitive Guide to **real-time** Partner Feedback Loops

(and how to deploy feedback loops to capture feedback, centralise and close the loop, at scale)

## INTRODUCTION

# Uncover the *real* reasons your B2B partnerships succeed or fail

If you're **not** getting feedback directly from your partners, you're just guessing.

- Guessing if your partners really will choose you over your competitors
- Guessing if your partnerships are growing or on the verge of collapse
- Guessing if your partner program delivers the value to your partners
- Guessing why your partners succeed or fail

Are you willing to stake your business success or that of your partnerships on anecdotes, unreliable CRM data, or biased feedback from your sales team? Relying on guesses isn't good enough. That's why we've developed this Definitive Guide to real-time Partner Scorecards, designed to help you make informed decisions that strengthen your business and B2B partnerships.



**+15% in ROI**

for every 10 PartnerScore point increase

# What are real-time Partner Feedback Scorecards?

Partner feedback scorecards capture and analyze feedback directly from your partners to uncover the real reasons behind successful collaborations or challenges.

Think of it like how great sports teams review their game tape to optimize and improve performance, businesses in the partnership industry must do the same to understand why their partnerships will succeed or fail.

**Commitment** 8.1  
**Commitment is high**  
This partner could be a good candidate for growth.

**Conflict** 3.6  
**Conflict in this relationship is high!**  
Identify the root causes of conflict to reduce risks to the deal flow.

**Communication** 3.6  
**The sales team is highlighting a communication issue.**  
Ensure the team has a good understanding of the products and services they sell.

**Cooperation** 6.4  
**Cooperation is good but can be improved.**  
Review the joint planning process to ensure this partner benefits fully.

"Your most unhappy customers are your greatest source of learning."  
*Bill Gates*

It is no different for your business partnerships!

# Who are real-time partner feedback scorecards for?

## (1) Any Commercially Important B2B Partnership!

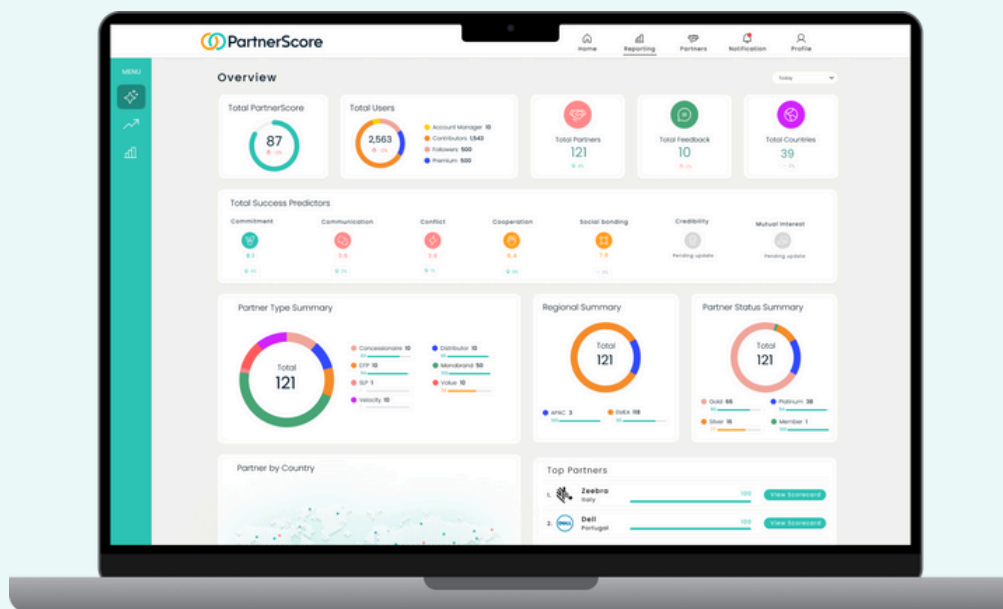
In partnerships, surprises can be costly. Imagine a channel chief blindsided by sudden performance declines. By using PartnerScore's scorecards highlighting key indicators, they gained visibility into problems before they spiraled. Discovering communication gaps affecting engagement, they implemented regular check-ins, restoring confidence and driving consistent performance. With PartnerScore, organizations can transform potential pitfalls into growth opportunities, ensuring partnerships thrive without unwelcome surprises.

## (2) The Just Launched Partner Program

You've just launched a new partner program packed with potential, but how do you guarantee it resonates? By gathering early feedback, you can pinpoint design flaws before they grow. One company used partner scorecards to collect real-time partner insights, uncovering pain points in onboarding. They quickly adapted, creating a seamless experience that made partners feel valued. This proactive approach boosted satisfaction and fostered loyalty, paving the way for lasting success.

## (3) The Relunched Partner Program

Change can be challenging, especially with significant shifts in your partner program. A tech firm recently revamped theirs to mitigate revenue risks. With PartnerScore, they tracked the impact of these changes meticulously. When a struggling partner shared valuable feedback, the firm adjusted their support, turning a potential crisis into a thriving partnership. By monitoring modifications closely, companies can drive growth while addressing issues head-on and minimizing risks.



## SECTION 01

# Secure executive & cross-functional sponsorship

The lack of senior and board-level sponsorship can greatly hinder your partner program and ecosystem sales motions. One of the best ways to capture attention is by making your initiatives tangible. While reporting on revenue is crucial, you need metrics that align the organization around the changes necessary for a successful partner program.

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## Get buy-in at the top, then make it a top-down initiative

Business transformation is only possible when senior leaders are closely involved, as their vision and guidance are crucial for driving change throughout the organization. Their commitment helps to align resources, set clear objectives, and inspire teams to embrace new strategies. Furthermore, active participation from senior leaders fosters a culture of innovation and accountability, which is essential for successfully navigating the complexities of transformation.

## Real-time partner scorecards are great for your company — and they're also great for you

That's right, we're talking about you personally. It's common for individual contributors to recognize the pressing need for real-time partner scorecards at their organizations. By making real-time partner scorecards a top-down initiative, you can unite your organization around the program, build momentum, drive org-wide transformation, and propel your career forward in meaningful ways.

## Securing the support of cross-functional leaders will increase your ROI

Once you've secured executive sponsorship, start collaborating with the leaders of each relevant department—typically marketing, sales, product, and client success—to educate them, gain their support, and solicit their input. Leaders who are involved during the setup of your program are significantly more likely to adopt the findings later on. By informing and engaging department leaders, you increase the likelihood that they will accept the findings and act on the insights.

## SECTION 02

# Establish partner success benchmarks

One of the significant challenges in partnerships is the unique nature of each business relationship, making it difficult to establish meaningful and comparable success metrics beyond just revenue. Traditional metrics often serve as lagging indicators, reflecting current performance rather than partnership potential. That's where PartnerScore comes in, offering a comprehensive solution through eight proprietary partner success metrics that provide actionable insights.

## The 8 Metrics That Matter:



### PartnerScore

Key indicator of partnership success, gauging overall strength and vitality to guide ongoing improvement.



### Communication

How accurate and timely is the product and services information provided by the vendor to the partner?



### Conflict

How effectively are normal business disagreements between vendor and partner resolved?



### Cooperation

Is the joint planning activity that takes place effective to help the partner grow?



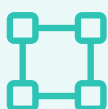
### Credibility

When the vendor commits to activities with the partner, does the vendor support and execute them as planned?



### Mutual Interest

How active and effective is the vendor in supporting the partner's development of their business?



### Social Bonding

How positive is the relationship between the vendor's account manager and the partner?



### Commitment

How important is the vendor's business (products, services and brand) to the long-term success of the partner's company?



## SECTION 03

# Automate real-time partner feedback collection

All partnerships require real-time feedback from partner teams! In today's ecosystems, almost all partnerships lack fast, automated, and structured feedback loops, which is crucial for driving improved partnership outcomes.

**Traditional feedback solutions serve as lagging indicators, revealing performance declines after they happen instead of providing early warnings about potential issues before they arise.**

Traditional partnership feedback solutions are often through annual surveys, NPS surveys, and advisory groups.

Annual surveys are lengthy and unappealing, leading to low response rates and quickly outdated feedback. While advisory groups help build relationships and gather insights from senior partners, they leave out the rest of the team. NPS surveys measure partner satisfaction, but we need context and feedback loops to drive meaningful change.

The data gathered from these three methods is collected too infrequently to yield critical insights in time for necessary adjustments to maintain optimal commercial performance - hence lagging indicators!

**Deploy a feedback algorithm for reliable, inclusive and unbiased feedback**

The secret to enhancing response rates and obtaining real-time feedback lies in PartnerScore's proprietary data collection algorithm. This integrated system automates the gathering of benchmark data and open-ended context questions. By streamlining the data collection process to just a few questions each time, we significantly boost partner participation—let's face it, partners aren't fond of filling out lengthy surveys.

## SECTION 04

# Identify trends & patterns in real-time

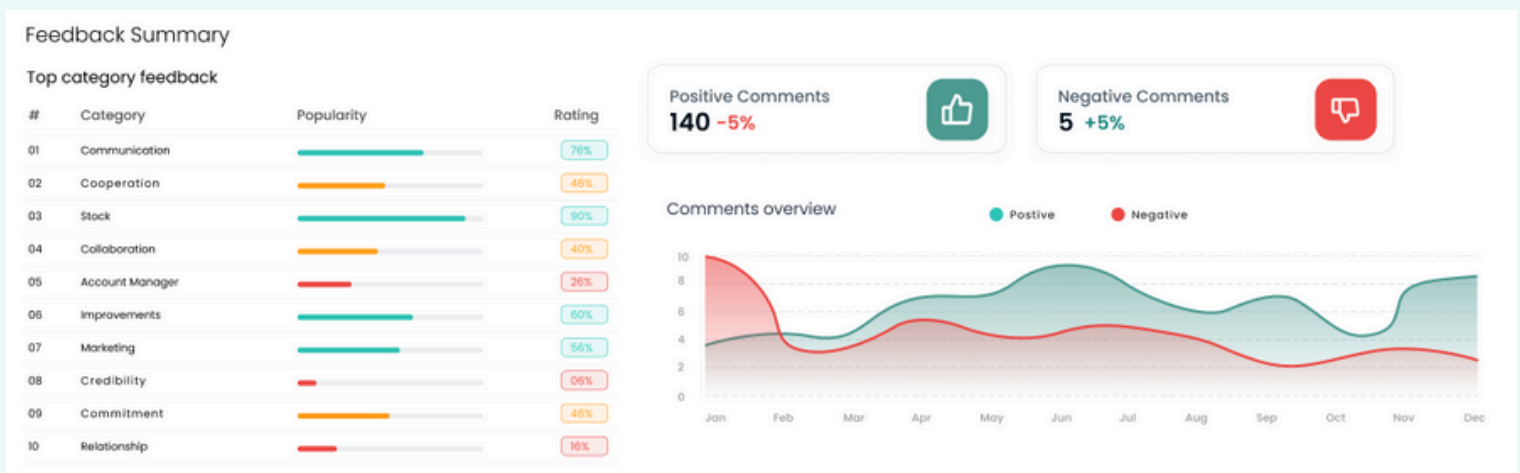
PartnerScore leverages real-time, continuous measurement. It provides actionable feedback without the delays and time lags common in traditional metrics. This immediate data is the secret to transforming these metrics into leading indicators, helping channel chiefs make informed decisions that can elevate partnerships to new heights. By understanding and utilizing these metrics, leaders can drive performance and ensure their partnerships thrive in an ever-evolving marketplace.

## Live partner feedback = live insights

Live partner feedback allows you to observe trends and insights as they emerge. In contrast, traditional methods often require months to collect sufficient data to identify these patterns. Embracing real-time feedback ensures partner success.

## Leverage AI to monitor feedback trends in real-time

Harness AI technology to actively track and pinpoint key issues, trending topics, and potential growth areas reported by your partners. By utilizing advanced analytics and machine learning capabilities, you can gain valuable insights into the challenges and opportunities within your partnerships.





## SECTION 05

# Share, collaborate and close the loop!

Have you heard of the filter bubble? It describes a situation where individuals only encounter information that matches their existing beliefs, isolating them from diverse perspectives. In organizations, when feedback comes in through a partner team, it can often get lost in translation due to unclear communication channels, misunderstandings, or differing team priorities. As a result, valuable insights may not reach decision-makers, leading to missed opportunities for improvement and innovation. Establishing clear processes to capture, understand, and act on feedback is crucial.

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## The collaborative feedback scorecard

When a partner takes the time to provide feedback, it should also serve to benefit them. Transparency is fundamental to building strong, trustworthy partnerships. Partner scorecards should be accessible to all contributors, fostering a safe environment for collaboration and communication. This openness allows partners to engage around the key areas that are most likely to drive growth and generate partner-sourced revenue.

## Close the Loop

Demonstrate active listening. When partners offer feedback, be sure to close the loop by responding thoughtfully. Companies use PartnerScore to do just this. PartnerScore provides a single platform to track feedback loops, share scorecards and reports with partners and build action plans to drive performance.



## SECTION 06

# Ready to transform your partner program with feedback loops?

Discover how PartnerScore can revolutionize your partner program by seamlessly integrating feedback loops that drive results!

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## Are you facing any of these scenarios?

### 1) Running Partner Surveys or NPS?

That's fantastic! PartnerScore can enhance or even replace your current methods. The best part? You'll likely save costs while boosting your partner ROI!

### 2) Managing Advisory Groups?

Great! PartnerScore provides additional feedback channels, delivering deeper insights to elevate your advisory groups and expand your program to engage a broader range of partners.

### 3) Relying Solely on Partner Manager Insights?

While partner managers provide valuable feedback, adding a structured feedback loop is essential. It helps eliminate the "filter bubble" and creates a comprehensive dataset that leadership can effectively leverage for strategic decisions.

## Why Choose PartnerScore to close the loop?

Integrating feedback loops into your partner program with PartnerScore is not just easy; it's incredibly fast!

We can get your organisation up and running with real-time feedback loops in just 1-2 weeks ensuring everyone is aligned and working towards the same goals.

Get in touch to find out how!

**email: [sales@partnerscore.io](mailto:sales@partnerscore.io)**

# About PartnerScore

PartnerScore is a real-time partner success platform that equips enterprises with valuable data to strengthen their B2B partnerships. We provide in-depth, unbiased feedback that helps organizations discover the true reasons behind the success or failure of their partnerships.

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## What you will be able to do with PartnerScore

Build profitable and predictable B2B partnerships. Avoid surprises and keep your partner-sourced revenue on track with a fresh, data-driven approach!

- 1. Identify why partnerships succeed or fail.** Discover where your partnerships excel and address weaknesses using real-time data on performance.
  - 2. Stay on target**—keep partner-sourced revenue aligned. Prevent potential issues from affecting your commercial performance by being alerted to problems before they arise.
  - 3. Increase partnership profitability predictably.** Identify and resolve operational friction points before scaling or expanding partner recruitment.
  - 4. Invest in high-ROI partnerships.** Quickly benchmark your partnerships to ensure you invest where you'll see the best returns.
  - 5. Supercharge your partner program.** Use success predictors and AI insights to optimize your program, making upfront investment decisions and tracking them through to delivery.
  - 6. Secure go-to-market investment.** Become the partner of choice by proactively collecting structured and unstructured feedback to demonstrate how partnership developments will drive ROI.
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## Contact

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