

# Partner Support Improvement Campaign Overview

# Situation

A chance to improve partner support performance and graduate to the future Designation program more easily



## Background

- Partners generate substantial cloud cases with Microsoft at no/low-cost to partner
- Significant variability across partner's support volume relative to end customer base supported
- Partner has no incentives to improve their support or escalation processes



## Opportunity

- Reduce support cost by incentivizing partners to solve cases on their own
- Reinforce CSP rules which require partners to be accountable for support
- Incident Rate: Measure incident volume submitted by partner relative to customer base
- Reduced Microsoft COGS



## Solutions

- Launch campaign for CSP Direct Bill or Indirect Provider Partners
- Reward partners with significant incident rate improvement
- Understand partners' response to incentives and how partners improve support performance
- Provide direct graduation opportunities to future Designation program

# Partner Support Improvement Campaign overview

How we're solving for the challenge



## Purpose

The Campaign has been developed to help our partners improve their support skills by:

1. Educating their support teams so partners can resolve more cases in house
2. Allowing Microsoft to focus on devolvement cases, which are the hardest cases



## How

Provide additional data to partners to understand their support usage:

- Building an improvement plan to identify places where the partner can increase their support delivery skill
- Supplying the partner with additional training to help them achieve their improvement plan



## Expected outcomes

- Partner will be able to resolve more cases on their own and will have additional skilled staff
- Microsoft will learn what helps a partner grow and improve
- Partner will be prepared and directly eligible for the Microsoft Cloud Partner Program Support Designation (see appendix)

# What's in it for partners

Through this campaign, high-performing CSP Direct Bill and Indirect Provider Partners will be able to improve their support capabilities, have increased visibility into Microsoft, and help pave the way for the future of Microsoft's support experience.

## Commitments

### ● Plan & analyze

Meet with partner before the campaign to identify partner's strategy and plan for driving incident rate improvement. Partner meets with their CSAM/PSAM each month to review results.

### ● Drive improvement

Partner commits to driving improvement in their incident rate.

### ● Provide feedback

After the campaign, partner completes a survey to help us improve our measurement of support performance and shape future campaigns.

## Benefits



### Getting the most of their membership

Improved visibility into Microsoft Partner programs and how partners can benefit from them.



### Proactive Services

More insight into how partners can deliver benefit to their customers through additional training content (Paid/Free).



### Learning how Microsoft works

Additional visibility on how Microsoft Support Delivery works with partner's support teams.



### Data & content

Access to incident history and support content to help partners optimize their support capabilities and improve customer satisfaction.



### Influence

Have an early seat at the table to influence how Microsoft measures support performance.

# Readiness Series: Entra and Intune



## Purpose

The Entra + Intune training series will:

- i) teach you how to solve complex Entra and Intune configurations and deployment tips to enable you save time and resources
  - ii) showcase our latest and greatest wizards and diagnostics/troubleshooting tools to enable you resolve cases quicker and independently
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## How

The series will cover the most complex recurring support topics across

### **Microsoft Entra and Microsoft Intune**

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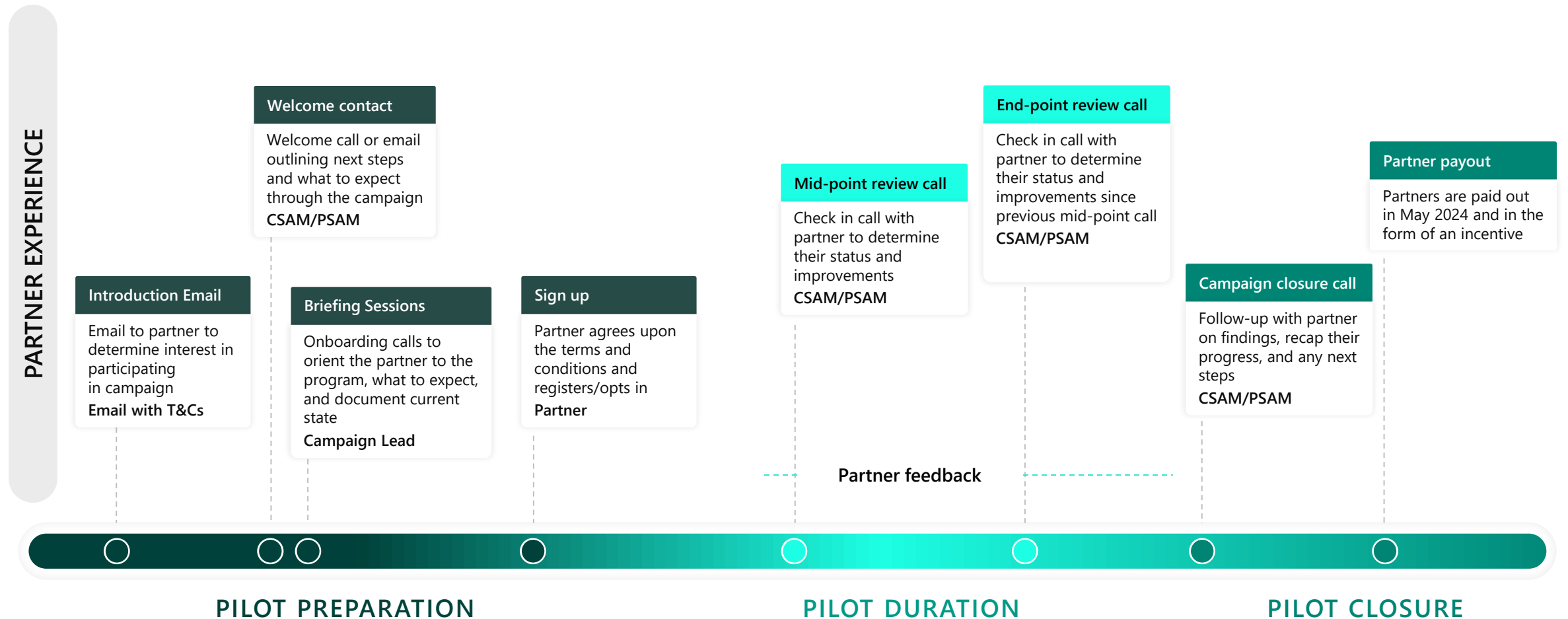
## Expected outcomes

- Improve partner in house resolve rate
- Provide recorded training and resources that can be leveraged for their new hire onboarding and support staff upskilling
- Reduce volume of support cases routed to Microsoft



# Overview of the partner journey

An end-to-end look at the partner experience during the pilot



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# Appendix

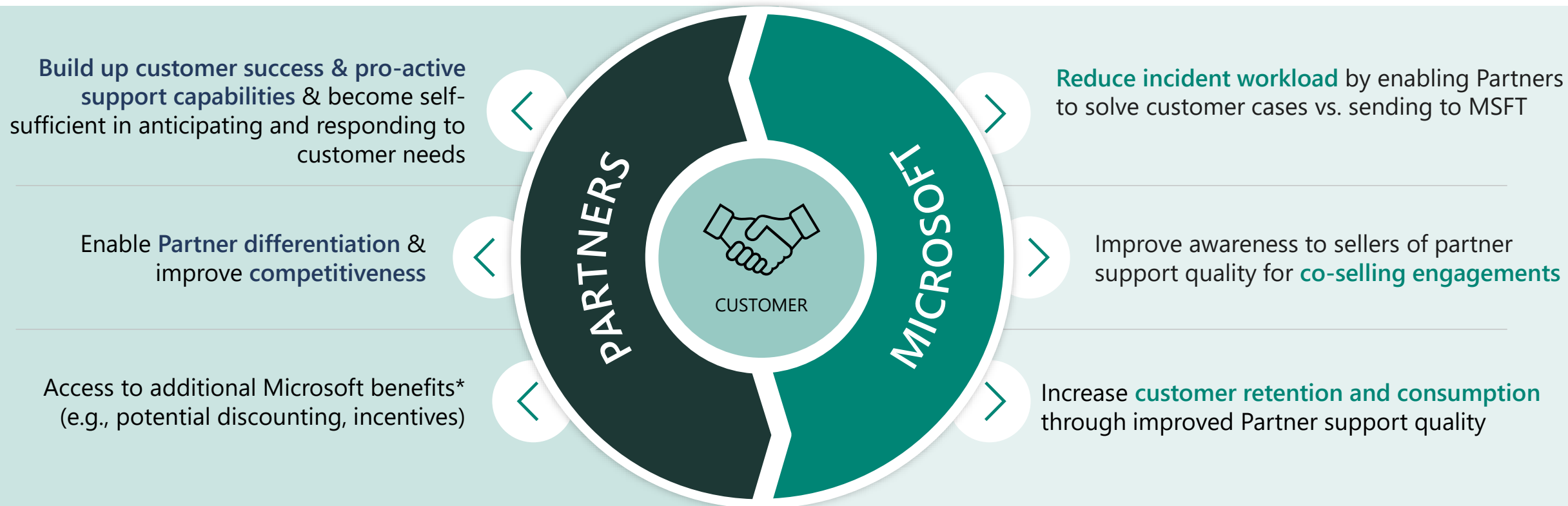
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# The new Support Designation will enhance and recognize Partner support capabilities to customers and share Microsoft's support delivery load

...in turn improving customer acquisition, satisfaction, retention, and consumption



## Customer Benefits:



**Confidence and clarity to identify the right Partner**



**Access to high quality, consistent support**



**Increase in customer satisfaction**