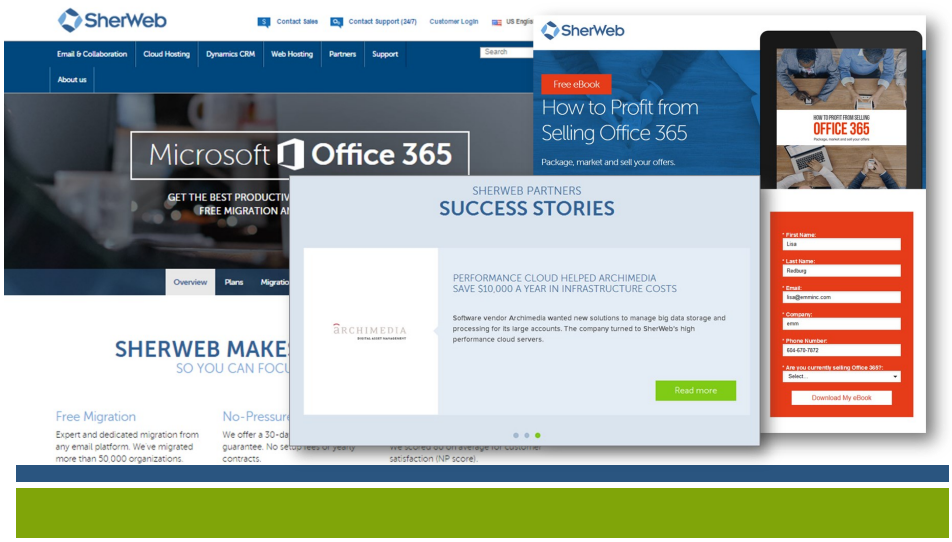
CUSTOMER STORY

SherWeb



Solution Overview

Products and Services
Customer Journey Assessment

Industry
Hosted Service Provider

Organization Size
500 Employees

Country
Canada

Language
English

SherWeb Customer Journey Assessment

Finding ways to improve the reseller's experience, accelerate time to market, and lead to solid, long-term partnerships.

Understanding their needs:

SherWeb is a leading Microsoft partner and Office 365 distributor, selling Office 365 products both direct to consumers and through resellers. In 2016, SherWeb participated in the EMM Office 365 Customer Journey Assessment that included a detailed examination of their Office 365 reseller program. SherWeb's main concern was making sure the reseller experience provided the information and support companies needed when evaluating a potential partner.

How we helped:

EMM performed an Office 365 Customer Journey Assessment, reviewing SherWeb's CSP reseller and direct-to-consumer programs. The assessment included a comprehensive evaluation of the partner/customer journey, starting with how a prospect would find SherWeb, information available to learn more and evaluate their offer, and the onboarding/purchase and deployment processes.

EMM assessed SherWeb's messaging around their value proposition, Office 365 services, and their partner program. EMM reviewed all resources available to partners and customers, as well as sales and marketing support collateral. EMM then went through the purchase, post-purchase and partner sign-up process, reviewing all email communication

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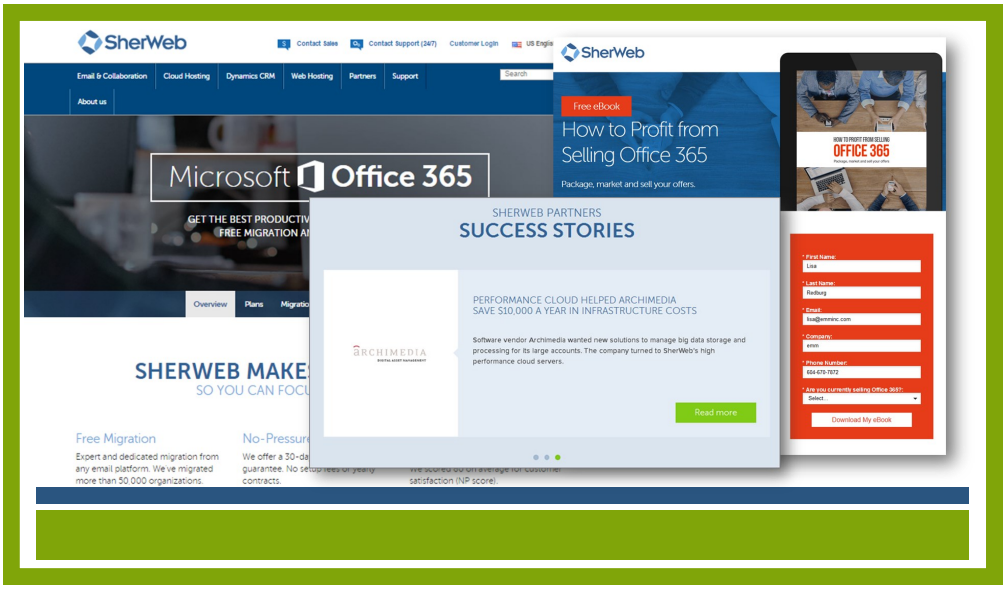

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How we helped *(continued)*:

With a fresh perspective and approach, EMM was able to pin-point potential stopping points for new customers and resellers, and identified areas of opportunity to help SherWeb's partners get to market quicker.

EMM presented findings detailing SherWeb's strengths and areas of opportunity, as well as industry-leading best practices. To help SherWeb prioritize action items, EMM incorporated a scorecard outlining findings on a high-level. In addition, EMM provided an in-depth report with further analysis of the website, calls made to their sales team, the online chat system, email communications, partner portal, and search engine results.

SherWeb found the report extremely insightful. And while they were aware of many of the findings, the Customer Journey Assessment confirmed a sense of urgency to take action and helped SherWeb prioritize their next steps.

"I feel Lisa and EMM have done a great job on both the direct and indirect channel with a great report of lots of things for SherWeb to improve. I was personally pleased with the level of details on the onboarding of the partner and the communications, and customers emails."

- Charles Lippe, Microsoft Channel Account Manager