



united CHANNEL INSIGHTS

Turn feedback received from trade partners and other stakeholders into strategy. And gain planning security in sales, marketing, operations and human resource management.

UNDERSTANDING CHANNEL PARTNERS: CONSULT YOUR DIRECT AND INDIRECT CUSTOMERS

Do you know how distributors, retailers and other stakeholders perceive your company, your services, teams and performance? Which of your sales and marketing measures do they consider as being good and which less good? And to what extent are they important to them at all?

united CHANNEL INSIGHTS provides you with the answers to these questions. Benefit from seeing your market with all its facets and participants through the eyes of your distributors, dealers and B2B customers. At the same time you will learn of the level to which your channel partners are loyal to your brand. And find out which competitor they prefer, and why.

united CHANNEL INSIGHTS analyses your sales channels so precisely and in such detail that the changes you need to make in sales, marketing, services and other fields of action to sustainably improve your market position become immediately apparent.

But that's not all: besides the respondents' raw statements and assessments, the methodology deployed by **united CHANNEL INSIGHTS** opens up the possibility to read between the lines. Through the use of data modelling, we can show you which of your channel partners' responses are of great, little or nearly no relevance in view of potential measures for optimisation. As such, you can allocate your budgets more efficiently to tackle specific-

ally those weaknesses that are genuinely critical for your success.

Has predictive business optimisation sparked your interest? Then I'd like to invite you to get to know **united CHANNEL INSIGHTS** more closely.



Manfred Grobert
CEO united consultancy

FIRST-HAND INFORMATION THAT'S CRITICAL FOR SUCCESS

Conventional market research provides you with masses of expensive data. But it rarely gives you clear recommendations for action.

What information can you transpose directly into real measures? Which measures are actually relevant for your clients? Which are simply “nice” but not essential? What should – or shouldn’t – you do next? As you will not receive any answers to these questions, the ball will always end up in your court.

Your task remains that of drawing conclusions from the endless tables and figures of market research data – either intuitively or based on experience. We understand how you feel when having to make decisions based on such a diffuse pool of data: most of the specialists in

our team have worked in leading positions in internationally active companies for a decade or even more themselves.

It is from this common experience that we embarked on the development of **united CHANNEL INSIGHTS**. Based on the responses and assessments of your channel partners, we will show you exactly where to begin and what to do in order to make your company more successful for the long term.



HOW UNITED CHANNEL INSIGHTS WORKS

Using your distributor/dealer/B2B customer databases and implementing our tried and tested data protection-compliant research methodology, **united CHANNEL INSIGHTS** identifies the strengths and weaknesses of your brand as well as those of your competitors. The results are so conclusive as they reflect your channel partners' actual personal assessments.

The insights gained in this manner are subsequently presented in four easy-to-understand quadrants.

united CHANNEL INSIGHTS is always tailor-made. Regardless of the complexity of your business model, we deliver feedback ranging from an overall view down to individual measures in the respective business areas.

We work closely with you and your team to determine which fields of action, business areas and activities are to be addressed during the channel survey as is the case for the questionnaire.



Ordinary one-dimensional surveys usually only yield general information, which is commonly unhelpful. What good are indicators proclaiming that "image" and "support" are more or less good, and that "sales" and "marketing" are more or less poor?

The question of what you actually need to change in order to achieve overall improvement remains unanswered.

In contrast, **united CHANNEL INSIGHTS** provides you with detailed feedback from which you can directly



derive immediate measures for improvements as well as what does not need to be optimised – due to a lack of relevance. The certainty of setting the right priorities is also the guarantor for high investment security.

Discover

- which of your measures are well received and where you have opportunities for improvement.
- which measures are important to your channel partners and what they consider less important.
- where you stand, from your customers' perspective, compared to your most important competitors and how you can attack them directly.



Moreover, **united CHANNEL INSIGHTS** provides you with insights about how loyal your clients are or how susceptible they are to switching to a competitor. And because their loyalty or susceptibility is assessed, your sales and support teams receive invaluable information for customer relations. For one, they now know which clients/client groups are potentially about to jump ship. For another, they will also know which of them are no longer happy with your competitors.

Should the dealers surveyed reveal their contact information, you can even break down the analysis to individual customers. Your teams now have the opportunity to win back or establish trust to retain satisfied, loyal customers for your company, or attract new customers.



SEVEN STEPS TO RECOMMENDATIONS FOR ACTION

Workshop I

Together with you and your experts, we analyse your fields of action and define the evaluation criteria important to you.

Research design

Based on the information hereby obtained, we develop the individualised questionnaire.

Sample online interviews

First, we conduct a small-scale survey. This is standard for initial interviews and serves to verify prior assumptions.

Data analysis

Evaluation of sample online interviews.

Presentation of initial results

Any necessary corrections and final coordination of the questionnaire.

Main online interview phase

Survey of your channel partners.

Workshop II – Results and strategy

Based on the knowledge obtained from the analysis, we define a plan of action together with you. The goal is a sustainable improvement of relations with your channel partners – or in other words: economic success.





"united CHANNEL INSIGHTS surveyed Snom's distributors, VARs, ITSPs and carriers in EMEA in spring 2018," says Gernot Sagl, CEO of Snom, manufacturer

of professional VoIP solutions. "The insights gained do not just show where I have to start to improve the company's position, they also highlight in which fields I can do this most effectively. This alone means that the investment

for the channel survey is recouped several times over. And for this reason, the next survey is already firmly planned."

united CHANNEL INSIGHTS TEAM

united CHANNEL INSIGHTS enables you to predictively optimise your business. This innovation was developed by a team of specialists comprising market researchers,

statisticians, as well as international marketing and communications experts – all of whom have held leading positions in internationally active companies.

Utilise this wealth of experience to improve your channel relations and company's success, for the long term.



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