




AfriCare



SOLARWINDS®

SolarWinds Enduser and partner Care program for Africa - tailored, channel-centric, and aims to improve the relationship between the partners and end users.

 by Glenn Lazarus

Solution-Driven Care Program

1

Goal: AfriCare

Empower partners to provide exceptional support to end customers and ensure they have the necessary resources and support.

2

Channel-Centric Approach

Align support and services through empowered partners for enhanced customer success and relationship building.

3

Customer Experience Focus

From post-sale to renewal care, focus on customer satisfaction with expert partner support.

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Partner

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Empowering Partners for Success

Partner Enablement

Continuous training and improvement for partners.

Joint Support Model

Innovative model for unified partner and customer support.

Incentives and Rewards

Foster motivation through rewarding exceptional performance.

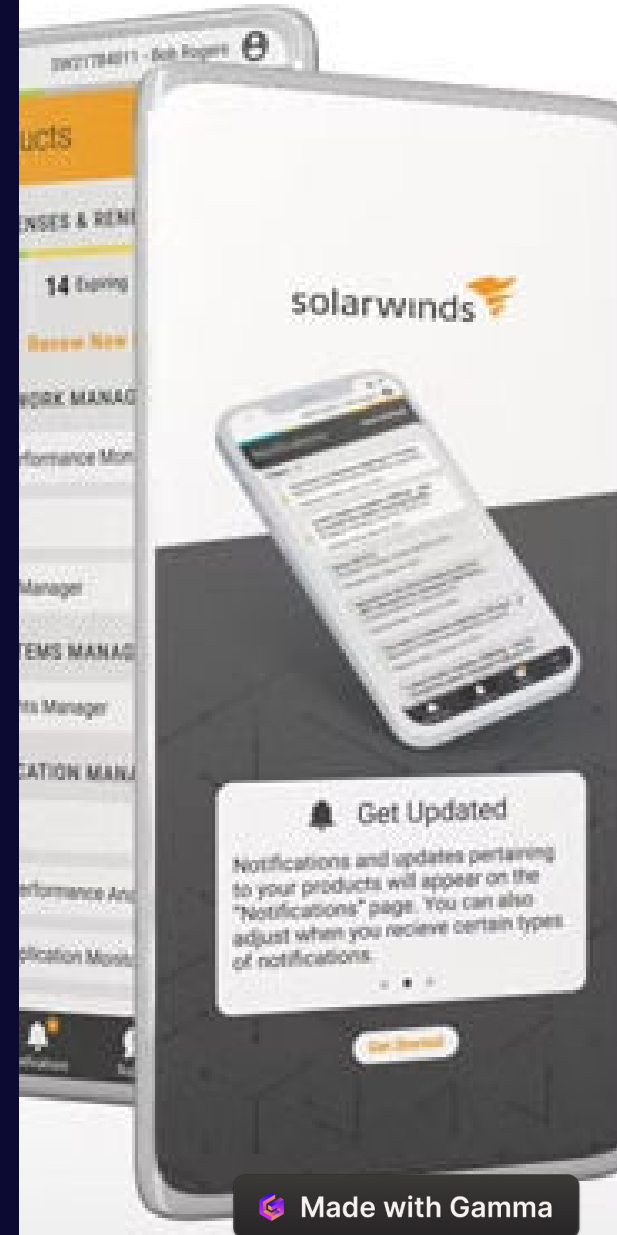
Enhanced Support Experience

1 Communication

Utilize webinars and releases for effective communication.

2 Customer Feedback Loop

Establish a continuous loop for gathering and acting on customer feedback.



Product and Service Expansion

Land and Expand

Strategize expansion beyond the initial sale with partners' assistance.

Services and Health Check

Ensure well-being and functionality of product usage through partner-led health check practices.

Customer-Centric Approach



Customer Success

Focus on better implementation and enhancing product knowledge.



Customer Portal

Develop a user-friendly portal for seamless interaction and access to resources.

Enhanced Relationship Building

90%

Recognition & Growth

Recognize partnership growth that fosters mutual success.

94%

Partnership Expansion

Focus on expanded partnerships that drive upselling opportunities.



Strategic Partnership and Growth

1

Partner Engagement

Engage and collaborate closely with partners towards mutual growth.

2

Continuous Training

Provide continuous training for partners to ensure growth and collaboration.

3

Overall Success

Drive joint success with aligned strategies and collaborative efforts.