

# Partner Support Improvement Campaign Overview

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# 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