Partner Capability Assessment and Country Opportunity

CLIENT

A leading multinational tech organization

INDUSTRY

Technology

BUSINESS IMPACT

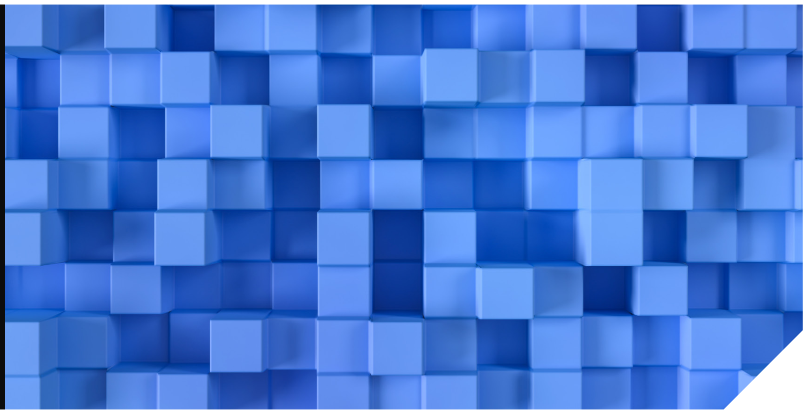
- C5i's solution greatly strengthened the eCommerce capabilities of the client's multi-country retail partners, enabling digital excellence throughout their partner network.
- The retailers are equipped to drive innovation in their omnichannel experiences to serve consumers wherever, whenever, and however they choose to buy.

BUSINESS REQUIREMENT

- The Consumer Channel Sales and Marketing (CCSM) team wanted to evaluate their retail partners based on their marketing, ecommerce, omnichannel, and subscription capabilities. The objective was to help the regional teams have a deeper dialogue and challenge the status quo with their partners.

- The client also wanted to understand potential growth markets for their consumer lines of business (LOBs) by analyzing various socio-economic, technology, and internal sales and subscription data. This would help the team to build market-specific strategies for products and services.

C5i'S SOLUTION APPROACH



- The research process involved identifying key Partner Capability Assessment (PCA) criteria for both physical stores and eCommerce websites.
- The retailers were assessed on 175 parameters, spanning 4 broad capabilities – Marketing, Ecommerce, Omnichannel, and Subscription.
- An outcome of the exercise was determining the relative position of the retail partners among other partners and focus areas.
- For the country opportunity exercise, the C5i team brought in data on various macroeconomic factors, technology indicators, internal sales, and activations for 100 countries.

SEE WHAT CUSTOMERS ARE SAYING:

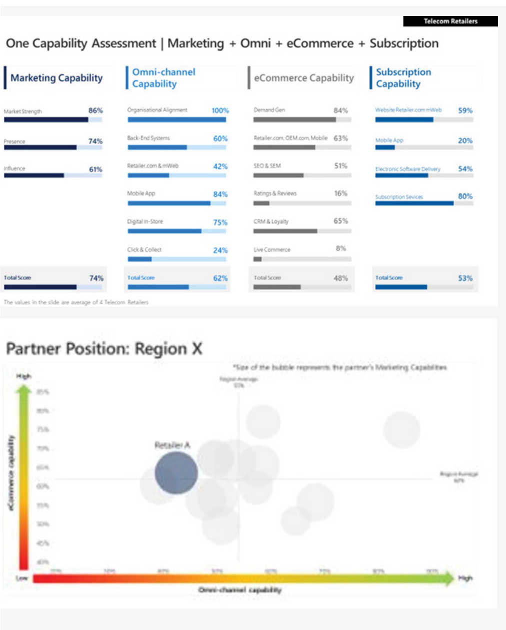
"Bottom line is that this body of work that you and your team have helped give structure and substance to has quickly become a central strategic lever throughout all of CCSM, across all regions and functions. Thank you for that!!"

- Partner Channel Marketing Manager
Leading Technology Company

OUTCOMES

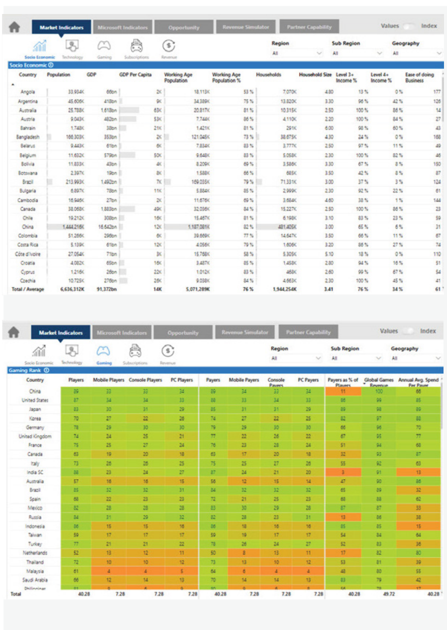
- Enhanced digital capability among the client's partners by having challenging conversations with them.
- Delivered actionable, strategic insights by seamlessly connecting capability assessments with the partner's revenues.
- Country Opportunity Analysis enabled the client to identify priority markets for their consumer LOBs across regions.
- This Partner Capability Assessment is now an integral part of the client's partner planning framework.

Prioritize partner initiatives based on PCA reports and identify key market opportunities

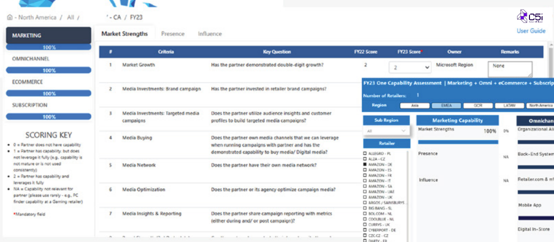


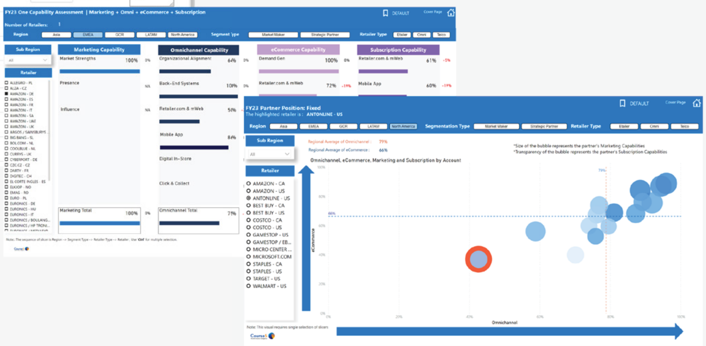
Understand relative position of partners within the regions and drive conversation around key initiatives based on the opportunities identified using this exercise

Technology, macro and socioeconomic indicators as well as LOB wise revenue and activations data help the client identify unique opportunities in various markets



- Conducted an objective assessment of the client's retail partners' (115" retailers across the globe) Capabilities around four broad areas; Marketing, Omnichannel, eCommerce and Subscription.
- Developed a webapp to help both C5i and the client's region teams to input assesment scores real time.
- Developed a PowerBi intergrated with the webapp to push the assessment results real time for further analysis and socialization.





- Partner capability assessment is now an integral part of the client's partner planning framework.
- Helped create more targeted marketing and sales account plans with partners.
- Scalable model that can accommodate more and more partners every year.

About Us

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.

C5i
Human • AI • Impact

www.c5i.ai