

Deliver an excellent customer experience and meet Cisco program requirements



Automate and scale your customer success practices

Cisco rewards Partners for developing customer success practices and creating value across the customer experience (CX) lifecycle, from the start through activation, adoption, and expansion. To achieve Cisco Advanced Customer Experience Partner Specializations requires substantial investment in people and organizations, automation tools, processes, and data analysis.

While Customer Success Management (CSM) tools exist, they are generic and were not designed to handle the multi-faceted complexity of the IT industry. These generic tools require manual uploads and substantial customization, which is time-consuming and expensive. In addition, these tools do not have automated access to the Cisco databases and systems needed to compile the data and logic required to effectively manage the Customer Success (CS) process. As a result, in addition to time spent on customization, Cisco Partners must perform time-consuming manual tasks to gather the required information. Because of manual data-gathering and the need to continuously do manual uploads, some partners are just investing in CSM tools to pass the Cisco Advanced Specialization audit, rather than to manage the customer experience on an ongoing basis, which is not an economical value proposition.

Automate customer success management

Netformx SuccessXpert is a Cisco Partner-ready Customer Success Management platform that enables Customer Success and Customer Experience teams to manage their CX motions to:

- Automatically calculate the required customer success Health Scores
- Simplify and scale customer interactions according to the Partner's custom playbooks
- Deliver customized Alerts and Notifications
- Complete steps to ensure Cisco Lifecycle Incentive (LCI) rewards are earned
- Ensure the customer's desired business outcomes are realized
- Comply with Cisco Customer Experience Advanced Specialization automation tool requirements
- Provide automated Cisco data feeds for subscription, utilization, incentives, Lifecycle Incentive activity and order data, thereby eliminating manual uploads

Consistent, ongoing access to Cisco data

Based on years of partnership with Cisco and enabling partners to manage their Cisco business, Netformx SuccessXpert automatically integrates with multiple Cisco tools and systems, and correlates and analyzes the customer and Deal data in a single platform and dashboard. This eliminates the need for manual uploads from various Cisco data sources to manage customer data, develop Health Scores, or identify upsell opportunities. It is one more step—that leverages our deep understanding of Cisco programs and partner needs—in helping Cisco Partners increase profitability and provide a better customer experience.

With Netformx SuccessXpert Cisco Partners can:

Demonstrate compliance with Cisco's Customer Experience Advanced Specialization Requirements

- Comply with Cisco tools audit requirements by using Netformx SuccessXpert
- Manage Health Scores: utilization, support, financial, sentiment
- Analyze consumption by product, with SKU-level granularity
- Resolve customer identification and naming variations

Manage Customer Success motions in production, not just for an audit

- Use continually refreshed automated Cisco data
- Prioritize customer-focused actions based on triggers, such as alerts, activities, and notifications
- Maximize LCI rewards in the Partner-to Cisco interactions
- Manage Partner-to-end customer CX motions

Integrated access to a suite of applications for full Customer Experience Lifecycle Management and reward capture

- **Pipeline Insight Tool:** Pipeline view of potential LCI-eligible opportunities on Approved CCW Deals
- **LifecycleXpert:** Identify and prioritize LCI opportunities, while managing the reward lifecycle process
- **AssetXpert:** Simplify contract, subscription, and asset renewals and find Expand reward opportunities

Partner-Ready CSM Tool

Netformx SuccessXpert is tailored for Cisco Partners and built to comply with Cisco CX Advanced Specialization requirements. It is Partner-ready, so Partners do not need to customize or build out the solution to align with Cisco's strategy and expectations. Partners benefit from using SuccessXpert to efficiently manage their CX motions and their customer's success on an ongoing basis. SuccessXpert reduces the cost of Customer Experience and Success management and increases Cisco Lifecycle Incentive reward payouts through proactive management.

SuccessXpert will be available Summer 2021. To find out more today, talk to your Netformx Account Manager, or contact sales@netformx.com

About Netformx

Netformx cloud-based applications simplify how Cisco Partners and IT Solution Providers can increase profitability from Lifecycle Incentives, VIP rebates, CSPP, and more throughout the sales cycle. We merge our deep expertise of Cisco programs with complete, consolidated, and digestible data from Distributors and numerous Cisco platforms to deliver the right data to the right people at the right time. Business outcomes are further enhanced with timely insights to manage renewals and discover replacement and expansion opportunities.

Netformx users globally leverage our Suite of Applications to offer a better customer experience and help them to be future-ready. This is done through optimized and accurate proposals, ongoing in-depth analysis to efficiently manage the customer lifecycle, and at-a-glance insights into customer network assets, software subscriptions, and support contracts. Netformx customers include AEC, ALE, AT&T, Bell Canada, BT, Cisco, ConvergeOne, Insight, Logicalis, Optus, NTT, Telstra, and Veytec.

