

PRS (PARTNER RELATIONSHIP MODULE) USER GUIDE PARTNERS - EXTERNAL

Download: [PRS External User Guide](#) (PDF - 214 KB)

- [Partner Relationship Survey Overview](#)
- [The Partner Relationship Management Process](#)
- [PAL Partner Relationship Module](#)

Partner Relationship Survey Overview

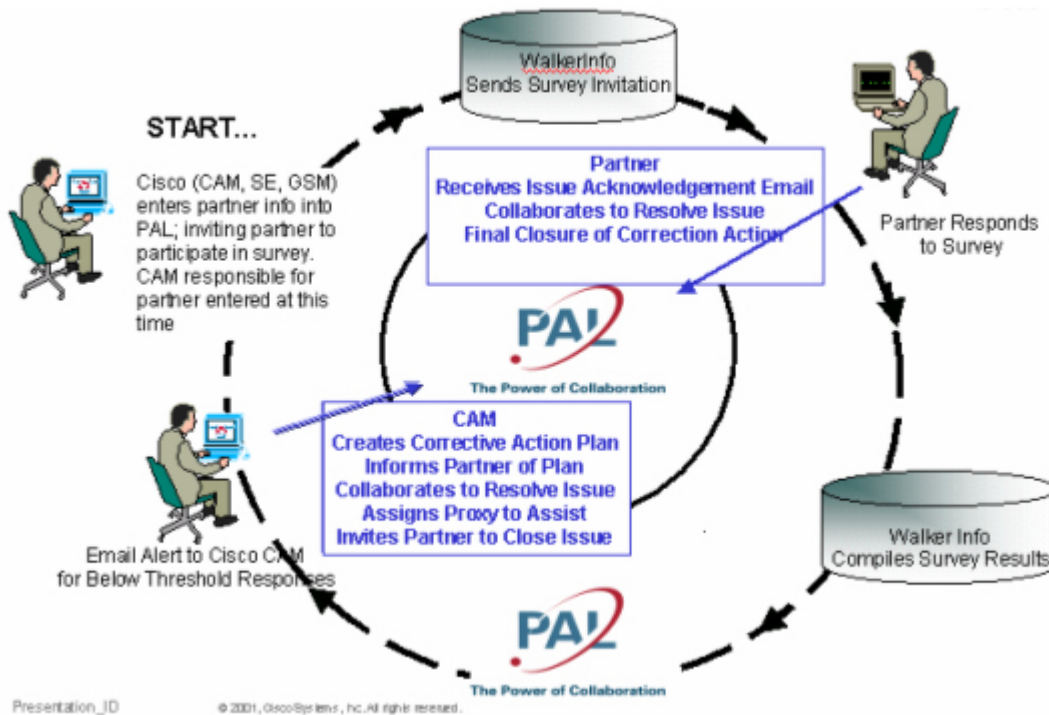
The Cisco Partner Relationship Survey is an online survey that measures partner satisfaction with Cisco channel sales support, programs, training and more. The survey includes a variety of questions regarding Cisco as a whole, including satisfaction questions targeted at process areas such as channel account team, direct sales account team, global services account team, TAC, online tools & applications, partner help, and partner specializations.

Actively listening to our partner's concerns provides Cisco the information we need to continually offer the value-added products and services our partners demand. Through increased partnership with our Channel Partners, Cisco can measurably improve both partner satisfaction and loyalty.

[Return to Top](#)

The Partner Relationship Management Process

The Partner Relationship module within PAL provides the capability to actively solicit feedback from partners with an online, full 360 closed-loop corrective action process.

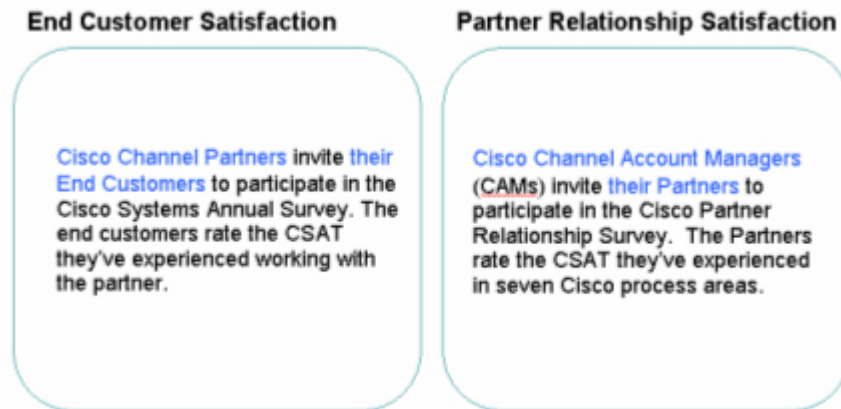


The intent of PRM is for partners to identify issues viewed as barriers to their ability to become more productive, profitable, and extend better customer service to their end customers.

Even though the CAM owns the overall relationship with a specific partner, we recognize that they do not always have control over issues related to all Cisco process areas. To help resolve issues, the CAM will have the ability to assign an issue to another Cisco contact who will assist in resolving the issue.

The expectation IS that the Cisco CAM responsible for that partner will collaborate directly with their main business partner contact using PAL-PRM to track and resolve issues. The expectation is NOT that they will work with each survey respondent.

End Customer Satisfaction vs Partner Relationship Satisfaction



Partner satisfaction continues to be among the highest priorities of Cisco and a cornerstone of the Channel Partner Program. This document will review the features of the PAL application for the Partner Relationship Module.

[Return to Top](#)

PAL Partner Relationship Module

All users, both Cisco employees and Partners, access PAL through: www.cisco.com/go/pal.

The partner view of this module has two sections:

- Overview
- Partner Issues

Partner's Overview

This screen contains links to the demo partner satisfaction survey as well as the Quickview screen. QuickView shows the partner company's average score and number of responses, by process areas, for all their Partner Relationship Survey responses.

Quick View		
Process Area	# of Responses	Score
Partner Satisfaction	1	4.00
Channel Account Team	1	4.00
Direct Sales Account Team	1	2.00
Global Services Account Team	N/A	N/A
TAC	N/A	N/A
Online Tools and Applications	N/A	N/A
Cisco Partner Help	N/A	N/A
Partner Specializations	N/A	N/A

Partner's Issue

This screen details the status of all corrective actions initiated by Cisco, for your company, based on partner-raised issues. Issues are displayed by status: Open Issue, Closed by CAM, Completely Closed.

Issues Summary for [Redacted]			
STATUS	PARTNER EMAIL / CAM EMAIL	PROCESS AREA	QUESTION TEXT
Open Issue	mcgmcg@swva.net-test hgalley@cisco.com-test	Channels Sales (Pre-Sales)	Providing up-to-date, effective information about new products, promotions & certification programs

Filter by:
 Showing 1-1 of 1 results < Prev Page: Next >

Showing 1-1 of 1 results < Prev Page: Next >

Click on the issue link in the status column to view more information, such as the Corrective Action Summary, on that issue.

Partner Access Online

CUSTOMER SATISFACTION

PARTNER RELATIONSHIP

SPECIALIZATION

[Overview](#) | **Partner Issues**

Currently Viewing as:

[Change](#)

Currently Viewing as: Linda Sisko [Change](#)

[Return to My View](#)

Corrective Action Summary

This screen allows you to view details of the Corrective Action being taken by your Cisco CAM to address your issue.

Corrective Action Summary	
Process Area	Channels Sales (Pre-Sales)
Question Text	Providing up-to-date, effective information about new products, promotions & certification programs
Status	Open Issue
Sales Rep	Hope Galley
Salesrep Email	hgalley@cisco.com-test
Problem Statement	tste
Plan to Resolve Issue	tewrew
Priority of Issue	HIGH
Partner Contact Name	Matthew Gilbert
Partner Contact Email Address	mcgmcg@swva.net-test

[\[Return to Top \]](#)

Milestones & Deliverables		
Due Date	Deliverable	Last Updated By
01-Jan-2004	d1	Hope Galley
01-Apr-2004	d4	Hope Galley
01-Apr-2004	d4	Hope Galley

Partner's Close-an-Issue Screen

When a CAM is ready to completely close an issue, an email goes out to the partner inviting a review of the information and confirmation that the issue should be closed. Partners, after clicking the link provided in the email, are shown this next screen. (This screen can also be reached by clicking on Closed by CAM issue links.) This screen provides information about the deliverables completed to address the issue, as well as allows the partner to agree that this issue has been addressed to their satisfaction. If you, the partner, do not agree that an issue has been addressed satisfactorily, you can decline to close the issue and include comments supporting your decision. If declined, and email notification is sent directly to the CAM stating that this issue still needs further attention.

Corrective Action Summary

[Back](#)

This screen details the Corrective Actions taken by Cisco to address the issue raised by your company when taking the Partner Relationship Survey.

We want our partner's to be aware of the actions taken, and make the final decision to close this issue.

After reviewing the details, we hope you agree that Cisco and your specific CAM have resolved the issue to your satisfaction.

If so, select "Agree to Close" at the bottom of this screen. If not, select "Disagree to Close".

Jump to a Section

Corrective Action Summary	
Process Area	Channel Account Team
Question Text	How would you rate your overall satisfaction with the Cisco Channel Account Team (CAMs and SEs)?
Status	Closed By CAM
Sales Rep	Naresh Srinivasan
Salesrep Email	anmurali@cisco.com
Problem Statement	sample....
Plan to Resolve Issue	sample....
Priority of Issue	HIGH
Partner Contact Name	PEC TEST 1 PEC TEST 1
Partner Contact Email Address	pec_hold_test_1@pec.com-test

[\[Return to Top \]](#)

Milestones & Deliverables		
Due Date	Deliverable	Last Updated By
17-Jul-2004	sample...	Naresh Srinivasan

[\[Return to Top \]](#)

Status History		
Date	Status	Updated By
16-Jul-2004	Open Issue	nasriniv
16-Jul-2004	Closed By CAM	nasriniv

[\[Return to Top \]](#)

Comments History		
Date	Comments	Updated By

[\[Return to Top \]](#)

Add Comments

Your CAM has closed this issue based on his/her assessment of the current status.
If you are satisfied with the resolution of this issue, please click on Agree to Close Issue below.

If you are not satisfied, enter your comments and click Disagree to Close
Your Cisco Account Manager(CAM) will be notified of your decision with comments allowing them to respond.

You must add a comment if you disagree to close.

Comment

Agree to Close

Disagree to Close

[Return to Top](#)