Partner Customer Satisfaction (CSAT) Q&A

Top Questions

- What changes has Cisco made to the Customer Satisfaction Requirements for partners starting in fiscal year 2019?
- Where can I find information about Cisco's privacy policy and view on the European Union General Data Protection Regulation (GDPR)?
- When will the PAL tool re-open?
- What will partners need to do for the January CSAT measurement?
- What will partners need to do for the July CSAT measurement?
- What constitutes a valid contact name and email address?
- What if no surveys are received in Partner Results?
- How will the partner CSAT requirement affect the VIP?
- Where can I find additional information about the VIP as it pertains to CSAT?
- Who should I contact if I have further questions about CSAT requirements?

Customer Satisfaction

- When are new Cisco Gold or Premier Certified Partners or partners who are recertifying required to meet customer satisfaction objectives?
- Where will the survey invitation come from?
- Will survey responses received in previous survey periods count towards current fiscal year requirements?
- Will PAL have the capability to show partners when surveys will be sent by the system to their customers?
- What will be required for Gold Partners from an audit perspective?
- Will the "Overall Satisfaction" score be calculated in PAL?

Providing Customer Contact Names and Email Addresses

Follow-Up

PAL Access

PAL Reporting

Survey Responses

- What's the "PAL CSAT Year Quick View?"

Top Questions

What changes has Cisco made to the Customer Satisfaction Requirements for partners starting in fiscal year 2019?

A.

- Partners will not be required to follow up on low scores received from a customer that has withheld their personal information.
- Partner CSAT requirements remain the same as FY18.
- Partners continue to no longer be responsible for survey responses
- Partners must provide valid contact names and email addresses for customers to receive a Customer Satisfaction (CSAT) Survey for the January CSAT measurement
- Cisco will administer sending surveys to customers between August 1, 2018 to May 1, 2019.
- Follow-up activities for low scores will still be required to be entered into the Partner Access Online (PAL) tool for the July CSAT measurement. Low scores will continue to be triggered against a Net Promoter Score. The score is based on the question within the CSAT survey "How likely are you to recommend your Cisco Channel Partner to a friend or colleague?" The scale will be between 1- 10 with 1 being the "least likely to recommend" and 10 being the "most likely to recommend".
- The 2019 survey will remain the same. The CSAT survey will continue to incorporate a Net Promoter Score. The survey will not ask the customer their overall satisfaction with the Partner and the customer will continue to be asked "How likely are you to recommend your Cisco Channel Partner to a friend or colleague?" The scale will be between 1- 10 with 1 being the "least likely to recommend" and 10 being the "most likely to recommend".
- Cisco will continue to administer the surveys instead of through a third party, Walker as with previous years.

-

Return to Top

Where can I find information about Cisco's privacy policy and view on the European Union General Data Protection Regulation (GDPR)?

A. Cisco's Online Privacy policy may be viewed via the following link: https://www.cisco.com/c/en/us/about/legal/privacy-full.html. Cisco's view on the European Union General Data Protection Regulation (GDPR) may also be viewed here: https://www.cisco.com/c/en/us/about/trust-center/gdpr.html

Return to Top

When will the PAL tool re-open?

A. PAL is scheduled to reopen on October 1 instead of November 15 to give partners additional time to start CSAT activities.

Return to Top

What will partners need to do for the January CSAT measurement?

A. Partners must provide valid contact names and email addresses (30 Gold, 10 Premier, and 10 Select or Unregistered for the Value Incentive Program [VIP]). This is the only requirement for the January CSAT measurement. While low-score follow-up is not required until the July CSAT measurement, partners are encouraged to follow up on low scores as soon as they've received them, and track that activity within PAL.

What will partners need to do for the July CSAT measurement?

A. Partners are required to follow up on all low scores received for the current fiscal year. Low Scores will be based off the Net Promoter Score within the CSAT survey. A response of a 1, 2, 3 or 4 is considered a low score. The PAL tool will send an email alert and show partners exactly which surveys must be followed up on for the July measurement. If no low scores are received for the current fiscal year, no action will be required from partners for the July CSAT measurement, and they'll be considered compliant. Partners don't need to provide contact names and email addresses for the July measurement. Only low-score follow-up activity is required for the July CSAT measurement.

What constitutes a valid contact name and email address?

A. A valid contact name and email address is for a customer who has not previously received a survey in the current fiscal year. PAL will immediately notify the partner if the email address has been already been used for that period. Email addresses are also to be provided for customers engaged within the past 12 to 24 months.

What if no surveys are received in Partner Results?

A. It has no bearing on CSAT compliance. Partners are not responsible for survey responses.

How will the partner CSAT requirement affect the VIP program?

A. CSAT requirements for the VIP program will continue to mirror the CSAT requirements for certification. Partners will need to provide the required number of valid contact names and email addresses for the January measurement. For the July measurement, partners must complete low-score follow-up for all low scores received in the current fiscal year.

Where can I find additional information about the VIP program as it pertains to CSAT?

A. Refer to the VIP homepage for additional information.

Who should I contact if I have further questions about CSAT requirements?

A. Please open a case with Customer Service Central.

Customer Satisfaction

When are new Cisco Gold or Premier Certified Partners or partners who are recertifying required to meet customer satisfaction objectives?

A. For new certification, the following requirements apply:

- New Gold Partners are required to meet CSAT requirements for either the Q2 or Q4 measurement, whichever comes first, six months after attaining Gold Certification. If the January CSAT measurement comes first, partner must provide a minimum of 30 contact names and email addresses of customers to receive a CSAT survey. If the July measurement comes first, partner must follow up on 100 percent of low scores received in the current fiscal year (if any).

- New Premier Certified Partners are required to meet CSAT requirements for either the Q2 or Q4 measurement, whichever comes first, 12 months after attaining Premier Certification. If the January CSAT measurement comes first, partner must provide a minimum of 10 contact names and email addresses of customers to receive a CSAT survey. If the July measurement comes first, partner must follow up on 100 percent of low scores received in the current fiscal year (if any).

- Premier Partners moving to Gold Certification must provide 30 contact names and email addresses of customers to receive a CSAT survey at the first January measurement that comes after a full six months of attaining Gold Certification. For example, if Gold Certification is attained in November 2015, partner must provide 10 contact names and email addresses for the January 2016 CSAT measurement, then 30 contact names and email addresses for the January 2017 CSAT measurement. The July measurement requires 100 percent follow-up of low scores received in the current fiscal year (if any), regardless of when the certification is attained.

For recertifying partners, the following requirements apply:

- Gold Certified Partners must provide a minimum of 30 contact names and email addresses for the January CSAT measurement in each country group where the partner is seeking recertification. Gold Partners must follow up on 100 percent of low-scores received in the current fiscal year (if any) for the July CSAT measurement.

- Premier Certified Partners must provide a minimum of 10 contact names and email addresses for the January CSAT measurement in each country group where the partner is seeking recertification. Premier Partners must follow up on 100 percent of low-scores received in the current fiscal year (if any) for the July CSAT measurement.

Return to Top

Where will the survey invitation come from?

A.   The survey invitation will come from cisco-listening@cisco.com.

Return to Top

Will survey responses received in previous survey periods count towards fiscal year 2019 requirements?

A.   No. Partners are not responsible for survey responses, so valid surveys from previous measurements will not count towards current fiscal year requirements. Instead of survey responses, partners will only need to provide valid email addresses for customers to receive a survey for the January measurement, and nothing further is required for that measurement period.

Return to Top

Will PAL have the capability to show partners when surveys will be sent by the system to their customers?

A.   Surveys will be sent randomly by the system. Survey best practices call for the surveys to be sent randomly, to make sure that no bias is introduced. As a result, PAL will not have the capability to show when a survey is going to be sent out. PAL will continue to show partners when a survey is responded to.

Return to Top

What will be required for Gold Partners from an audit perspective?

A.   Within the Gold Audit, partners need to show their closed-loop process for when they receive a low-score against the Net Promoter Score.

Return to Top

Will the "Overall Satisfaction" score be calculated in PAL?

A. No. The overall satisfaction scores will continue to no longer be calculated or visible in PAL.

Return to Top

Will CSAT get-well plans still be granted?

A. Yes. Cisco is committed to providing opportunities for partners to recover if CSAT requirements are not met. For the January (Q2) measurement, a CSAT get-well plan will be given to eligible partners if they don't provide the required number of contact names and email address of customers to receive a survey. For the July (Q4) measurement, a get-well plan will be implemented for eligible partners that don't follow up on 100 percent of low scores received for the current fiscal year. Partners will be required to meet the next CSAT measurement requirement to close out the get-well plan.

Return to Top

Where can I see an example of the survey that will be sent to my customers?

A. Partners may view an example of the survey on the "Send Survey" page of the PAL tool.

Return to Top

Where can I find additional information about VIP as it pertains to CSAT?

A. Refer to the VIP homepage for additional information.

Return to Top

Where can I get additional information about CSAT?

A. Open a case with Customer Service Central using the My Cisco Workspace page.

Return to Top

Providing Customer Contact Names and Email Addresses

Can I reserve contact names and email addresses to provide before PAL reopens?

A. No, email addresses may not be reserved prior to PAL reopening. Once PAL reopens, partners may provide contact names and email addresses for customers to receive a survey.

Return to Top

Can I select a date for the survey to be sent?

A. No. Cisco will choose a date randomly by the system for a survey to be sent out and the send date is not an option within PAL.

Return to Top

When trying to provide a contact in PAL, I received the following message: "The email address you entered has already been sent the same survey type. Please add or select another contact to send the survey to." What causes this?

A. The customer satisfaction survey can be sent by multiple survey sources (partners, Cisco field, secondary sources, and other random surveys) throughout the year. This error message is provided if the email address of the end customer you entered in PAL has already been sent a survey by one of the survey sources since the beginning of the Cisco fiscal year.

When you receive this error, you can generally assume the email address has already been provided to send a survey to for the current survey year by another source. We suggest that you have more than the required number of contact names and email addresses to provide, in case some of the customers have already received a survey.

When providing contact names and email addresses, will I be required to enter any additional information?

A. Yes, along with the contact first name, last name, and email address, PAL will require you to enter the contact name's company name, as well as the city and country where the contact is located.

Can I provide email addresses for more than one contact at a company?

A. Yes. You can provide email addresses for multiple contacts at the same end customer contact company. There's no limit to the number of multiple contacts at one company that you may provide.

Can I provide email addresses for internal contacts within my partner organization?

A. No. Email addresses provided must be for external end customers, not internal employees within a partner's organization.

What happens if two partners provide the same email address to receive a survey?

A. The system will count the email address towards the first partner that provides the customer information. The second partner will receive a message that the email address entered has already been provided.

Can I provide a contact name and email address for a customer that responded to a survey for the previous fiscal year?

A. Yes. The system allows an email address to be sent one survey per Cisco fiscal year, so the system will reset for the current fiscal year once PAL reopens.

Can I trust that the information I provide for the January CSAT measurement will remain confidential?

A. Yes. All contact names and email addresses will only be used for sending Customer Satisfaction surveys. The information will not be sent to any other sources within Cisco to be used for other means.

Will received Cisco sourced surveys count towards my required number of contact names and email addresses for the January CSAT requirement?

A. No. Partners will be required to provide the entire number of required contact names and email addresses (Gold 30, Premier 10, Select and Registered for VIP 10) for customers to receive a survey for the January measurement. Surveys sent by Cisco will not count, since the number of survey responses are not part of partner CSAT requirements.

What's the longest amount of time that could lapse between my providing a contact name and email address and Cisco sending my customer a survey?

A. You could provide a contact name and email address on August 1, 2018 and Cisco may send a survey until May 1, 2019 to your customer.

Will the system send pre-invitations to customers, letting them know they will be receiving a survey in the near future?

A. No. Customers will only receive a survey invitation and two reminder notices (one at seven days, one at 14 days) after their initial invitation if they don't respond.

Once the system sends a survey to a customer, will a reminder be sent if the customer doesn't respond?

A. Yes. The system will automatically send the customer two reminder notices (one at seven days and one at 14 days) after they received their original invitation if they haven't responded to the survey.

Can I provide more than the required number of contact names and email addresses for the January measurement?

A. Yes. There's no limit to the number of contact names and email addresses you may provide for customers to receive a survey. You must provide the minimum number of contact names and email addresses for your certification level (30 Gold, 10 Premier, 10 Select or Registered participating in VIP).

Can email addresses be inputted into the PAL tool after the January CSAT measurement?

A.   No. Email addresses must be entered by partners by the January measurement. Once the measurement for January has been completed, PAL will no longer be able to accept email addresses.

Return to Top

Must all email addresses be entered at once by the PAL Administrator for the January CSAT measurement?

A.   No. Email addresses don't need to be entered or nominated all at once by the Partner PAL Administrator. Partners may enter the email addresses gradually, but all email addresses must be entered by the January measurement date. The January CSAT measurement always takes place the fourth Saturday in the month of January.

Return to Top

Are partners able to nominate customers to receive a survey with a personal email address, such as Yahoo or Gmail email addresses?

A.   Yes. While it's always preferred to use email addresses from a company domain, it's understood that partners at times will need to provide a customer's personal email address.

Return to Top

What happens if I don't provide the required number of contact names and email addresses required for customers to receive a survey for the January (Q2) measurement?

A.   A CSAT get-well plan will be issued if your company is eligible for one. You'll be given until the next measurement period to be in CSAT compliance, and will be required to meet the July measurement requirement to close out the get-well plan. The July measurement period will require you to follow up on all low scores received (if any) for the current fiscal year. If no low scores are received in the partner results, you'll be considered compliant.

Return to Top

Will customer contact names and email addresses previously entered in PAL from previous years still be available to me?

A.   Yes. This function of data retention remains within PAL.

Return to Top

How do I provide customer names and email address in PAL and view any responses?

A.   In the Send Surveys section, you can provide contact names and email addresses, select contacts from the previous fiscal year, add new contacts and view if any contacts provided have responded to the survey. Here's how:

1.   Go to the Send Surveys tab.

2.   Click the "Click Here" link to get started.

3.   The Selected Email Address filter displays your end customer contacts that you have provided, and they will be sent a survey. The screen displays the end customer contact name, the company name, and the date if the end customer replied to the survey.

4.   The Available Email Address filter displays the end customer contact from previous years that you have not yet nominated to receive a survey. You can also edit the survey information for these contacts, if necessary.

Return to Top

How can I delete a contact name?

A. If a contact from the previous fiscal year has not been nominated to receive a survey invitation within the current fiscal year, the contact can be deleted within your PAL list:

1. Go to Send Surveys.

2. Scroll to the bottom of the screen.

3. Select "Delete Contacts." This filter will display all contacts eligible for deletion.

4. Check the names you want to delete and select "Delete" at the bottom of the screen.

The system will ask you to confirm that you would like to delete these contacts. After you confirm, the names will be removed from PAL.

Return to Top

Follow-Up

What are the benefits of the follow-up feature within PAL?

A. It provides multiple benefits, such as:

- Ability to track all follow-up activities in one section of the PAL tool online for CSAT compliance for the July measurement
- Ability to download follow-up activities for ease of reporting

Return to Top

Which partners must complete a low-score follow-up in the PAL tool for the July measurement?

A. All Gold, and Premier Certified Partners will be required to complete a low-score follow-up in the PAL tool, as well as all Select and Registered Partners participating in VIP.

Return to Top

Are Partners required to follow-up on low-scores provided by customers that have withheld their personal information?

A. No Partners are not required to follow up on low scores received from customers that have withheld their personal information. The response however will be visible for the Partner in the "CSAT Year Details" report which contains all survey response data.

How many low scores must a partner follow-up on to be considered CSAT compliant for the July measurement?

A. Partners are required to follow up on 100 percent of low scores received for the current fiscal year (if any). All follow-up activities must be entered by the time PAL closes down two weeks prior to the July measurement (the second Friday in the month of July). Partners are encouraged to follow up and track activities within PAL as soon as a low score is received. If no low scores are received in the current fiscal year, the partner will be considered compliant for the July CSAT measurement.

Return to Top

How much time will a partner have to follow up on low scores received?

A. Surveys will be sent to customers between August 1, 2018 and May 1, 2019, and will not be received after the May 1 date. All results will be visible within PAL tool by May 15, 2019. Partners will be able to track all low-score activities until PAL shuts down two weeks prior to July measurement (the second Friday in the month of July).

Return to Top

What will constitute or define a low-score record as "followed up" for CSAT compliance for the July measurement?

A.   All low-score follow-up activity must be entered into the PAL tool. All low-score survey records must be flagged as either "Completed" or "Not Applicable" with notes in the comments box for the record to be recognized by the system as followed up.

Return to Top

What's considered a low score?

A.   A response of 1, 2, 3, of 4 to the Net Promoter Score within the CSAT survey is considered a low score. Customers will be asked "How likely are you to recommend your Cisco Channel Partner to a friend or colleague?" The scale will be between 1-10, with 1 being the "least likely to recommend" and 10 being the "most likely to recommend."

Return to Top

Which partners have access to the follow-up feature in PAL?

A.   The follow-up feature in PAL is available for all partners to access, regardless of certification level.

Return to Top

Why don't I see the follow-up link in PAL?

A.   Only PAL administrators within a partner are able to access the low-score link in PAL.

Return to Top

Are partners notified when they receive a low score?

A.   Yes, partners are notified through email weekly if they have received a low score within that past week.

Return to Top

When is the last day a partner can receive a low-score in their results for fiscal year 2019?

A.   The last day a survey can be sent and replied to by a customer is May 1, 2019 and all results will be visible in PAL no later than May 15, 2019.

Return to Top

In what languages are the follow-up email notifications sent out?

A.   Currently, low-score notification emails are sent out in both English and French.

Return to Top

Can I opt out of the follow-up notification emails?

A.   No. You may simply disregard these notifications if you don't want to use them.

Return to Top

Is using the follow-up feature in the PAL tool mandatory?

A.   Yes. CSAT compliance for the July measurement requires the use of this feature within PAL. The system requires partners to follow up on 100 percent of low scores received for the current fiscal year and activity to be entered into the PAL tool.

Return to Top

Am I required to use the follow-up feature in PAL?

A. Yes. CSAT compliance requires the use of this feature. The system requires partners to follow-up on 100 percent of low scores received in the current fiscal year and track all activity in PAL. All follow-up activities must be completed by time PAL closes down for the July measurement, which is the second Friday in July each year at 5 p.m. PST.

Return to Top

Can I update the status of the follow-up record at any time?

A. Yes. A partner PAL administrator may update the status of the record at any time. Click the radio button to the left of the record and click "Update." Partner administrators may update the status, add or edit the notes, and then click "Save."

Return to Top

What does the "Follow Up Creation Date" column display?

A. The date that the CSAT survey was responded to by the end customer.

Return to Top

What does the "Last Updated Date" column display?

A. The latest date that the partner PAL administrator has updated the record.

Return to Top

Will Cisco account teams have access in PAL to view my activities within the follow-up feature?

A. No. All information will be kept confidential, and access to the low-score tool is restricted to partner PAL administrators. The Cisco account team will not have access to the activities within the low-score feature.

Return to Top

What happens if a partner does not follow up on all low scores received for the July (Q4) measurement?

A. Partners will be required to follow-up on all low scores received for the current fiscal year for the July measurement. If 100 percent of the low scores are not followed up on, the partner will not meet CSAT requirements. A CSAT get-well plan will be issued if the partner is eligible, and the partner will be given until the next measurement period to be in CSAT compliance. The January measurement period will require the partner to provide the required number of contact names and email addresses (30 Gold, 10 Premier, 10 Select or Unregistered for the VIP) for customers to receive a survey. If the partner does not qualify for a get-well plan, the partner will be demoted from the certification level, and may not be eligible for VIP for that period.

Return to Top

Are partners required to follow up on Cisco-sourced surveys?

A. Yes. This will be the same requirement as fiscal year 2015, so partners will still continue to see Cisco sourced surveys in their results, and will be required to follow up on Cisco-sourced surveys.

Return to Top

If I have additional questions about the low-score feature within PAL, where can I go?

A. Open a case with Customer Service Central using the My Cisco Workspace page.

Return to Top

PAL Access

How do I gain access to PAL?

A. Original access to PAL must be granted to an individual partner administrator or a Cisco PAM/SE. Afterwards, the partner-designated PAL administrator can add or delete users within PAL as required and at the partner's discretion.

Return to Top

I'm having problems accessing PAL from the launch page. What do I do?

A. The following criteria must be met in order to access the PAL application:

- User must be associated with a partner company site in the partner database. Confirm association.
- User must be granted access to the PAL tool. Access can be granted by the PAL partner administrator or your Cisco partner account manager. Access can be requested online by going to the Partner Self-Service tool.

If you're having problems accessing PAL, open a case with Customer Service Central using the My Cisco Workspace page.

Return to Top

What do I do if I receive an error message when trying to grant access to the PAL tool?

A. You might receive the following error message when trying to grant a user access to the PAL tool:

- "'User' is not associated with any company in the partner's database. This user will need to associate themselves with a company site in Partner Self Service (PSS) (www.cisco.com/go/pss) to get access to PAL, as well as other partner tools. A user can update their association."
- In this instance, the user will need to submit a request to associate his or her Cisco.com ID with the appropriate company and site. This request must be approved by the user's company administrator or PAM if a Cisco administrator has not been designated at the company. After this request has been approved, the user can be granted access to the PAL tool.

Return to Top

How do I grant PAL access to my company employees and to my partners?

A. PAL access is managed through Partner Self-Service (PSS) (www.cisco.com/go/pss). All Cisco employees and PAL partner administrators will be able to use PSS to grant access to the PAL tool. To grant access:

1. Click the "User Access" link located in the Customer Satisfaction module.

2. If you're a PAL partner administrator, clicking the "Manage Access" link in PAL will take you to the Manage Company Contacts access page, where you can grant access or change the access of your company employees who have a valid Cisco.com login.

3. If you're a Cisco employee, you will be taken to the Partner Search page, where you can search for a specific partner. After your partner company has been selected, you can search for all partner contacts or a specific one to grant or edit access.

Return to Top

PAL Reporting

What type of customer satisfaction reporting is available in PAL?

A. The Reports section provides detailed information about survey responses and scores from previous fiscal years. You can compare what your customer satisfaction scores were with those of other Cisco theaters, or your own company sites within

a specific Cisco theater. You can also view these scores as they related to your CSAT measurement period. Available reports are listed in the Choose Reports selection list.

Return to Top

What type of information is available in the presales and postsales detail reports from previous fiscal years?

A. The presales and postsales detail reports provide a detailed view of the replies to and ratings for each survey question. These reports are also viewable by either theater or company comparison.

These reports also allow you to download the detailed view of this information into an Excel spreadsheet. To do this, click the "Download Excel" link. Please be aware that these reports will not be applicable or available for fiscal year 2016 and forward

Return to Top

What information is available on the "Previous Years Quick View and Summary Report"?

A. The "Previous Years Quick View and Summary Report" displays an overall view of survey result metrics from previous periods, and a summary view of presales and postsales responses and ratings.

Use the "View by" drop-down menu to select the appropriate fiscal year data from either the "Quick View" section or the "Summary View" section.

Use the "Jump to a Section" drop-down list to navigate from the "Quick View" section to the "Summary View" section.

Return to Top

What information can I view in the "Pre-Sales and Post-Sales Summary Report?"

A. This report displays the number of replies to the presales and postsales overall satisfaction question, and the overall score from previous fiscal years.

The default report type is "Theater Comparison," which compares your rating from previous fiscal years to the average score and the total number of responses received for all worldwide Cisco partners in each of the Cisco theaters.

"Company Comparison" compares your rating from previous fiscal years to the average score and the total number of responses received for your company in each of the Cisco theaters. This option allows a global partner to view its customer satisfaction ratings worldwide as a Cisco Channel Partner.

Return to Top

What types of regional reporting does PAL provide for previous fiscal years?

A. PAL provides:

- **Theater Comparison:** This view displays the score for your company from previous fiscal years (in the Cisco theater in which you do business) in the first column, with the number of responses in brackets. To the right, you'll find the average score and the total number of responses for all Cisco partners in each of the Cisco theaters.

- **Company Comparison:** This view displays the score for your company from previous fiscal years (in the Cisco theater in which you do business) in the first column, with the number of responses in brackets. The columns to the right display the average score and the total number of responses for your company in each of the Cisco theaters. This is important for global partners who want to know their customer satisfaction ratings worldwide as Cisco Channel Partners.

- **Certification Year:** This view displays responses and scores for your company based on your CSAT measurement period from previous fiscal years.
- **Region:** To see the details of your responses or scores from previous fiscal years, click the score number. You'll be presented with a window that allows you to see information about your scores at the country, state, and city levels.

Return to Top

How do I review my customer satisfaction scores and response information from previous survey periods?

A. These can be viewed from the Reports section:

1. Log in to the PAL application.

2. From the Customer Satisfaction module, click the "Reports" link.

3. Select the "Previous Years Quick View and Summary" report from the Report drop-down list and click "Go."

4. "Quick View" and "Summary View" information from previous survey years is available for review and download.

5. Change the displayed survey year by selecting an alternate year from the "View by" drop-down list.

Return to Top

Survey Responses

Where am I able to view survey responses within the PAL tool?

A. Partners are able to view survey responses from customers that they have provided contact name and email addresses for, as well as surveys that are sent from Cisco sources. Click on the "View Results for CSAT Year" link from the main PAL page, scroll to the middle of the screen, and click on the "Download CSAT Year Details" report. You'll see the answer provided by the customer to the overall satisfaction question, as well as any comments the customer may have included.

Return to Top

Will CSAT requirements require a certain number of "Valid" surveys to be received?

A. No. Partners not responsible for survey responses. Surveys are not returned as either "Valid" or "Invalid."

Return to Top

When will my final survey results display?

A. The last date that a survey can be received will be May 1, 2019. Low-score records are created the Sunday of the week that a low score is received, so final low-score counts will post to PAL no later than May 15, 2019.

Return to Top

Will customers have the option to opt-out of the survey?

A. Yes, when they receive a survey invitation. Once a customer opts-out of the survey, they will not be sent a survey invitation again.

Return to Top

What's the "PAL CSAT Year Quick View?"

A. This view pertains specifically to how each partner is tracking towards CSAT requirements. This site displays activity for both the January CSAT measurement requirements and the July CSAT measurement requirements:

- **Certification Level**

Gold, Premier Certification, specific to what the partner currently holds.

- **Required Email Addresses Target**

  Contact name and email address target (30 for Gold Partners, and 10 for Premier Partners).

- **Number of Email Addresses Provided**

  The number of contact names and email addresses each partner has provided for customers to receive a survey. The number displayed should match at a minimum the required number of contact names and email addresses required for each Certification level (30 Gold, 10 Premier, and 10 for Select and Registered for VIP).

- **Total Low Scores Received**

  The number of low scores received for the current fiscal year that must be updated to either "Completed" or "Not Applicable" for the July CSAT measurement. PAL will shut down on the second Friday in July at 5 p.m. PST. Partners must enter all low-score activity prior to PAL shutting down to meet the July CSAT measurement.

Return to Top