



Dell wanted a tele nurture program calling to partners meeting minimum thresholds and making them aware of new competencies offered, enabling them into training, and nurturing to completion. In the first quarter, CSG was able to build a pipeline that doubled the completions in six months time. Every quarter Dell added more partners to the focus, which allowed us to build Dell’s partner pipeline who would be completing the certified competency.

Client: Dell

Need

Competency awareness and completion

Solution

Enablement and activation tele program

Budget

\$19,500 per quarter

Duration

Nine months

Goal

200 completions per year

Result

162 completions or pipeline to complete in nine months time, or 108% trending above goal.