

*As you develop your program, you need content, support for your partners, and a strategy that will produce continued success. Do you have the time and resources needed to meet your goals and start optimizing your channel program today? Let Zift bridge your gaps, and help you adapt as quickly as the channel changes.*

## Channel Services

### GROW YOUR CHANNEL WITHOUT GROWING HEADCOUNT

#### 1 Implementation Services

**Implementation is the first step in an experience built to amaze.**

During Zift's implementation process you will work with a dedicated team of subject matter experts. The ZiftONE implementation team uses industry-leading project governance tools to ensure that your portal launch stays on track.

#### 2 Support Services

**Because sometimes you just need a little help.**

Our team offers support in a number of different ways to meet your needs:



- **By chat:** Chat is available to your partners to get their questions answered and connect them with relevant articles in our Training Academy



- **By ticket:** Our support team uses Zendesk to make sure that your questions are quickly answered



- **By email:** Just reach out and we'll get back to you as soon as possible

All customers also have access to online training through our CustomerONE platform and the ZiftONE Academy.

#### 3 Integration Services

**Your Partner Portal is only one part of your tech stack.**

**Create a symphony, not a solo performance, through ZiftONE.**

Zift can integrate with your CRM, digital asset manager (DAM), or single sign-on service (SSO) provider. Throughout the integration process, you will be consulted and advised on what data will be shared and how connections will be made, ensuring that your integrations truly meet your company's unique business needs.

#### 4 Marketing Services

**A robust program requires robust marketing. Give your partners what they need to succeed.**

With marketing services from Zift, you can build robust marketing campaign. With help from our on-staff writers, you can offer your partners a continuous stream of on-going posts to improve their social media and promote your company. You can also use these services to regularly update your portal pages, offering your partners an up-to-date, customized experience, even if you don't have the staffing to regularly make changes.

#### 5 Partner Outreach Services

**Your partners already think of you as a team. Offer them the support a teammate would expect.**

Zift's Partner Outreach Services can help you develop a regular cadence of communications with all or a specific subset of partners, whether that be by partner tier or their behavior within the platform. Through webinars, guided tours, and regularly scheduled office hours, our partner outreach experts can help you implement the best practices around to-partner communication, driving engagement, and the behaviors you need to see success..

#### 6 Supplier Training Services

**Because even the best partner programs can benefit from expert advice.**

Continue to drive the success of your channel program and increase engagement with training from Zift. Get expert recommendations to set goals and priorities and take that first step in determining programs or initiatives with a ZiftONE strategy session, where you will work with a proactive strategic advisor with channel know-how that is not only data-driven, but also real-world experience driven.

# Channel Success is a Team Sport. Make Zift part of that team.

**Want to learn more about ZiftONE Channel Services?**

Reach out at <https://ziftsolutions.com/learn-more-about-zift/>

