



Lifecycle Ignite Program

Offer Timeframe:

- Offer launched at Partner Summit: Oct 28, 2020 & runs until July 31, 2021.

What is it?

- Cisco is co-investing in an engagement and mentorship with a Customer Success Solution Provider to help assess, accelerate and align your customer success practice tools and resources.

Why?

- As you mature your Lifecycle practice to deliver the outcomes your customers desire at a faster pace, it is critical to have a platform that provides a comprehensive view of your customers. We are committed to help you develop your customer success platform that will lead to your accelerated growth, profitability and differentiation.

Partner Resources

- [Partner Summit Page](#)
- [Cisco Customer Experience Specialization](#)
- [Partner Transformation Enablement](#)

Executive Overview

Exceptional Customer Experience is a must in today's environment as we work to accelerate the time to value for our joint customers. The cost to bring on new customers is 5x more than the cost to retain them and by growing retention rates by 5% we are seeing up to a 25% increase in profitability. In order to provide an excellent experience for your customers you must have the right people, process and tools in place. No matter where you are in this journey, we want to help give you insights on how to properly engage, monitor, analyze and predict throughout your customer's lifecycle.

Customer Benefit

- Clear expectations and timeline for value realization of technology.
- More valuable engagement with a trusted provider that leads to digital transformation.
- Anticipation of challenges that provide a proactive approach to handle issues before they arise.

What do partners get

- Assessment that provides insights into the gaps you have in your Customer Success practice
- Accelerate the integration of your Customer Success platform that leads to an automated process and customer analytics
- Alignment to drive critical activities with our Customers and Cisco sales team
- Up to a \$20,000 co-investment

Partner Benefit

- Clear blueprint to accelerate your customer success differentiation and profitability
- Development and integration of your customer success platform that will lead to:
 - Comprehensive customer insights
 - Upsell opportunities
 - Increased customer loyalty
 - Improved renewal rates

How to Engage

- Contact your Partner Account manager for more details on this offer and learn more about the Customer Success Solution Providers
- Visit the Cisco Partner Summit Offer website for additional details
- Email pslifecycle@cisco.com for questions and support