



PARTNER PULSE: THE FUTURE OF PARTNER EXPERIENCE

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PartnerPulse: The Future of Partner Experience

The New Engine of Retention and Growth

Executive Summary

In today's channel-driven technology economy, OEMs depend on partners to sell, deliver, and support most customer engagements—yet they often lack visibility into how customers experience their brand through those partners. And at the same time, these partners have an strategic opportunity to share customer level insights back to the OEMs to strengthen their OEM relationships.

While OEMs have built sophisticated **Customer Experience (CX)** programs for their **direct customers**, leveraging platforms like **Qualtrics** to increase loyalty and retention, those same programs rarely extend into the **partner-delivered experience**, where up to **70% of customer interactions occur**. This leaves a massive blind spot across the ecosystem and limits the OEM's ability to manage the full customer journey.

PartnerPulse, powered by VistaXM, fills this gap. It's a **standardized, secure, and scalable Customer Experience as a Service (CXaaS) solution** that extends proven CX science across the OEM's entire partner network—giving both OEMs and partners visibility, comparability, and actionable insight for the first time.

PartnerPulse enables OEMs to:

- Measure partner-delivered experiences in a consistent and certified way.
- Identify which partners deliver exceptional experiences and where support is needed.
- Improve partner collaboration through transparency and shared insights.
- Quantify ROI through measurable improvements in retention, expansion, and loyalty.

VistaXM Has Pioneered a New Model

PartnerPulse solves a long-standing problem in ecosystem management: how to gather and share meaningful customer experience data across hundreds of independent partner organizations.

The program combines **Qualtrics' enterprise-grade CX platform** with **VistaXM's managed delivery model**, creating a turnkey service that allows each partner to run its

own CX program while enabling the OEM to view **aggregated, anonymized insights** across the ecosystem.

By leveraging **consistent survey frameworks, governance, and certified data methodologies**, PartnerPulse ensures every partner is measured fairly and comparably by creating the first-ever “**JD Power-style**” index for partner experience.

Protecting Partner Data: The Foundation of Trust

PartnerPulse is built on one non-negotiable principle: **partners must own and control their data**. Each partner operates within its **own secure Qualtrics environment**, where customer feedback is collected, analyzed, and stored independently. VistaXM manages aggregation and anonymization, ensuring OEMs see **only trends, benchmarks, and journey-level insights**—never raw customer data.

This design:

- Protects partner and customer privacy.
- Builds confidence in the fairness of insights.
- Encourages open participation and honest feedback.
- Ensures the program strengthens trust, not compliance tension.

What Data PartnerPulse Collects and How It Creates Actionable Insights

PartnerPulse captures feedback at critical points along the end customer journey—from the first sale to ongoing support and renewal.

It measures standard CX metrics (NPS, CSAT, CES) along with experience-specific indicators, including:

- Customer trust and satisfaction by journey stage.
- Likelihood to renew or expand with the partner.
- Perception of the partner’s alignment with the OEM.
- Ease of doing business.
- Overall loyalty to the OEM brand.

These insights enable both OEMs and partners to identify where customer experience breaks down and how to fix it—closing the loop faster and more effectively than traditional surveys or anecdotal feedback ever could.

Partner Pulse Index (PPI): The JD Power of Partner Experience

At the heart of the program is the **Partner Pulse Index (PPI)**—a standardized score (0–100) representing each partner’s experience performance.

This single metric allows OEMs to:

- Compare partner experience quality side-by-side.
- Recognize top performers.
- Target improvement initiatives.
- Align incentives and MDF with measurable experience outcomes.

The PPI also helps partners benchmark themselves against peers and track improvement over time, turning CX into a key component of competitive differentiation.

VistaXM Certified Data: Ensuring Trust and Transparency

To maintain integrity and comparability, PartnerPulse employs **VistaXM Certified Data™**, a governance process that validates:

- Sampling and response structure.
- Survey consistency.
- Frequency and timing.
- Scoring and reporting methods.

This certification ensures that all data is accurate, unbiased, and immune from manipulation—establishing trust between OEMs and partners while guaranteeing the credibility of every insight.

PartnerPulse Business Model: An Investment in the Partner Ecosystem

PartnerPulse business model is designed to create shared value without adding operational burden.

- **OEM-Funded Flexibility:** The OEM can fully or partially fund each partner’s participation based on tier, region, or product line.

- **Turnkey Delivery:** VistaXM manages all setup, survey execution, and reporting—no partner resources required.
- **Shared Ownership:** Each partner owns its data; OEMs see aggregate, anonymized insights.

This is not another compliance requirement. It's an **investment in partner success** that builds loyalty, drives alignment, and elevates the OEM's reputation as a true partner enabler.

Phased Implementation: Reducing Risk, Proving Value, and Scaling Success

PartnerPulse can be implemented in **phases** to minimize risk and demonstrate measurable value early.

Phase 1: Pilot (10–20 Partners)

Validate the model, test insights, and measure initial ROI against non-participating partners.

Phase 2: Expansion

Extend to additional partners and regions based on proven results; optimize reporting and methodology.

Phase 3: Ecosystem Rollout

Institutionalize PartnerPulse as a managed service and standard metric across the entire partner program.

This approach ensures early wins, builds internal confidence, and scales success with data-driven justification.

Frequently Asked Questions (FAQ)

Q: Will this add more work for partners?

A: No. PartnerPulse is fully managed by VistaXM—partners simply receive insights and results.

Q: How is partner data protected?

A: Each partner has their own Qualtrics environment. Only anonymized data is shared.

Q: How will we show ROI?

A: PartnerPulse includes a built-in scorecard tying CX metrics directly to retention, expansion, and MDF ROI.

Q: How does this differ from Advisory Councils or QBRs?

A: Those are anecdotal; PartnerPulse adds objective, statistically validated data.

Q: Why would partners want this?

A: It strengthens their relationship with the OEM, helps them grow their business, and gives them access to certified, trusted insights.

PartnerPulse Performance and ROI Scorecard Framework

PartnerPulse includes a **scorecard** that measures:

- CX outcomes (NPS, CSAT, CES)
- Partner engagement and improvement rates
- Business results (retention, expansion, MDF ROI)

Even modest improvements—just **1% in retention and 1% in expansion**—can yield hundreds of millions of dollars in incremental OEM revenue.

ROI Formula:

$$(Retention\ Gain + Expansion\ Gain + MDF\ Efficiency - Program\ Cost) \div Program\ Cost \times 100$$

Example ROI:

For a 20-partner pilot, a \$1.8M investment can drive up to **1,000–1,200% ROI** through ecosystem retention and growth.

The OEM CEO Perspective: The Strategic Value of PartnerPulse

PartnerPulse delivers far more than data—it provides a **strategic growth platform** for OEMs.

- **Ecosystem Differentiation:** Builds a defensible moat through partner experience excellence.
- **Investor Value:** Turns CX into measurable “Experience Equity” for board and investor reporting.
- **Transformation Acceleration:** Identifies which partners are ready for recurring-revenue models.

- **Unified Experience Lens:** Connects direct and indirect experience data.
- **Leadership Signal:** Demonstrates OEM commitment to listening and collaboration.
- **Responsible Governance:** Protects privacy, promotes ethical data practices.
- **Minimal Overhead:** Fully managed by VistaXM; delivers measurable results without new headcount.

“PartnerPulse isn’t a program—it’s a platform for ecosystem mastery.”

Partner CEO Perspective: The Value of PartnerPulse

The partner landscape is changing fast. Consolidation, shrinking product margins, and the commoditization of technology mean the winners will be those who can **differentiate through experience and services**.

PartnerPulse gives partners the ability to:

- **Prove their performance** with data, not claims.
- **Compete on experience** rather than price.
- **Gain insight** to improve loyalty and service quality.
- **Earn recognition** and higher OEM trust through certified performance.
- **Demonstrate value** as strategic contributors, not resellers.

By owning their data and participating in an OEM-funded, independently managed program, partners gain a competitive edge in an increasingly consolidated market.

“PartnerPulse gives us the tools and visibility to compete in a changing world — where experience, trust, and agility are the ultimate differentiators.”

The Opportunity

PartnerPulse introduces a new category of **Ecosystem Experience Management (EXM)**. It delivers measurable business value to OEMs and partners alike by aligning experience, performance, and growth.

- For OEMs: Better insights, retention, and partner loyalty.
- For Partners: Data, recognition, and competitive advantage.
- For Customers: Seamless, high-quality experiences across the ecosystem.

PartnerPulse transforms the partner ecosystem into a growth engine—anchored in trust, powered by data, and managed by VistaXM.