

MICROSOFT – Case Study

38 MICROSOFT BUSINESS PARTNERS GAIN ACTIONABLE INSIGHTS INTO SELLING CLOUD SOLUTIONS - ADD "WEBSITE" TO THEIR SALES STAT.

Mapping New Buyer buying behaviours online.

With the average Buyer doing 50-80% of their shopping research online, Microsoft understood some time ago that its websites are the new storefronts for selling software as a service.

Several years ago, Alinea Partners joined Microsoft on its journey to mapping its customers buying paths and experiences. A review of four Microsoft Office 365 in-country websites in local language delivered by Alinea Partners Associate experts helped Microsoft optimize its websites to reflect the modern selling process.

Alinea Partners has worked on various programs and initiatives with Microsoft since the company's inception in 2005. To date, 300 Microsoft partners have improved sales journeys and customer experiences.

THE NEED

Expanding the strategic selling program to websites.

Realising that its partner's websites could also use some support in evolving to part of the salesforce, Microsoft decided to offer the website review program to some of its European business partners

Once again, Alinea Partners was charged with the mission of transforming websites into online selling systems.

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THE APPROACH

38 business partners, 10 themes with subthemes, 1 team with sales, marketing and local language experience.

Alinear Partners researched 38 of Microsoft's business partners' website in five different languages.

The initiative covered 10 themes and included reviewing, ranking and making individual recommendations for each partner website against each theme. The themes covered up to 10 different topics ranging from look and feel to messaging, service and support, social media, SEO and user experience.

Alinea Partners then participated in the Microsoft Next Generation Partner Seminar in Riga, Vilnius, and Monaco to present on Understanding Today's Buyer and The Value of Value Propositions.

This set the stage for why the website research was so valuable and to per partner discussions on specific changes they should make to improve Buyer opportunities on their websites.

This was followed by individual 2-3 hours workshops hosted by Alinea Partners with other Microsoft business partners in Budapest, Prague and Warsaw to present the research results and actionable recommendations.

THE RESULTS

Guidelines and specific recommendations for successful Cloud Solution selling online.

New perspectives on the new Buyer and how to market to him/her, adapt to new behaviours and meet expectations.

Guidelines on developing a unique value proposition and feedback on their existing propositions.

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Specific actionable ranking, feedback and individual recommendations against 10 themes and multiple subthemes for their websites.

38 Cloud Computing business partners are embracing new approaches to improve their customers' experience and new Buyer opportunities on their websites.

QUICK FACTS

- › 38 websites
- › 5 local languages
- › 10 themes and multiple subthemes
- › 2-3 hours of individual workshops with each partner
- › 1 team with sales, marketing and local language experience

*"What a surprise from Microsoft.
We were very happy to see this analysis and the recommendations.
The timing is perfect as we are working on our website now."*