

# CASE STUDY: CHANNEL CAPABILITY ASSESSMENT



FrontierView identified opportunities for capability improvement in Company Alpha's channel partner network

## CHALLENGE

Company Alpha (Alpha) was looking to transform its wholesalers into full-service distributors due to a scarcity of capable channel partners in Latin America. However, Alpha was unsure which capabilities it should prioritize, and how to get the buy-in from its partners on this change

## APPROACH

Using its proprietary Channel Capability Assessment approach, FrontierView developed a customized framework for Alpha to evaluate its channel partners that:

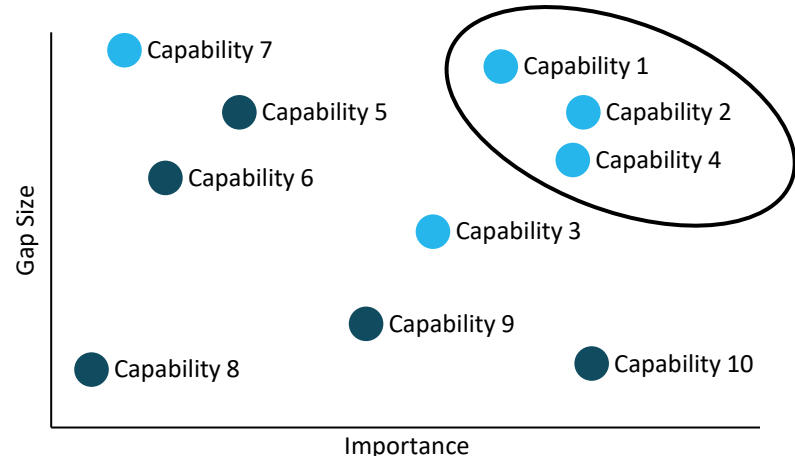
- Identified priority opportunities for improvement and areas of capability gaps and misalignment between Alpha and its distributors through FrontierView's 360 Degree Channel Diagnostic Survey
- Incorporated the distributors' perspectives in a tailored assessment of what mattered, paving the way to establish their buy-in
- Provided clear recommendations of the priority capability to focus on first, in this case, improving the sales fundamentals of the channel partners
- Prioritized capability areas for investment and improvement over the long-term

## RESULTS

FrontierView helped Alpha identify and prioritize the capabilities needed to take its channel partners to the next level of performance. Based on FrontierView's analysis and recommendations, Alpha first invested in strengthening its partners' sales fundamentals, driving immediate improvements in customer conversion and satisfaction. Then Alpha worked with FrontierView to develop a plan for implementing long-term capability improvement process



### Company Alpha Focused on Closing High-Priority Capability Gaps



Company Alpha

Industry

Consumer Goods

Geography

Latin America

Size

> US\$ 750 million

Relationship

3 years