

Xerox Works with Jobpartners to Manage its European Channel Partner Certification Programme



A new approach to certification

Xerox Europe's go-to-market model consists of four regional distributors at tier-one level, and a sales channel of independent resellers and Xerox concessionaires (channel partners). The company recently implemented a new channel certification and accreditation strategy for its mono-branded concessionaire channel, in order to improve the productivity and quality of its partner network and to drive the business forward.

One of the main goals of the new strategy is to encourage Xerox's channel staff to achieve certification, enabling them to advise customers on a larger range of Xerox products, as well as satisfy the growing demand for services-led fixed cost-per-page contracts with PagePack. Upon successful completion of various learning modules, individuals are awarded Xerox certification. Training includes learning about Xerox products, services, selling processes and channel management processes via e-Learning and face-to-face training modules.

The need for a pan-European management programme

With employees and partners based in 16 countries across Europe, the management of the new certification and accreditation programme presented some challenges. The information on all of Xerox's partners and people used to be stored on different excel spreadsheets and training databases which made it very difficult and very time consuming to run a Europe-wide report as Nicolas Lihou, European sales development manager at Xerox, explains:

"The channel certification and accreditation strategy is a major new initiative for us. Our channel support processes have been very ad-hoc in the past and without a method of centrally managing information, we've been very limited in what we can do on an international scale. With the decision to really push our people certification in the channel, we needed a method of effectively managing our programme across Europe."

The decision was made to roll out Jobpartners' ActivePlanner and ActiveCenter solutions. Xerox had already been successfully using Jobpartners' ActiveRecruiter for several years to manage the recruitment of its concessionaires, which influenced the decision to use Jobpartners again.

"The success we've enjoyed with ActiveRecruiter in streamlining our recruitment process gave us the confidence to roll out ActiveCenter and ActivePlanner. Both solutions fit exactly with what we want to achieve with the channel certification and people database management programme," explained Nicolas Lihou.

The Issue

With employees and partners based in 16 countries across Europe, the management of the new certification and accreditation programme at Xerox presented some challenges.

The Solution

Xerox decided to roll out Jobpartners' ActivePlanner and ActiveCenter solutions to effectively manage their programme across Europe.

"The implementation of ActiveCenter and ActivePlanner is helping to increase our distribution capacity and capability, and provides a more consistent customer experience and better market coverage."

Nicolas Lihou,
European Sales
Development Manager,
Xerox

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ActiveCenter is an HR data warehouse that enables information on each employee and partner at Xerox to be securely collected, consolidated, managed, accessed and analysed. It is used to store information on each individual and each channel partner, such as how many people are in each organisation, their job role, what skills they have, and above all if they are certified.

ActiveCenter helps Xerox to manage its sales channel distribution capacity and people certification programme much more efficiently by enabling the company to consolidate data from multiple systems to create a central store of information. This means Xerox can gain an instant snapshot of its sales channel and internal staff across Europe.

ActivePlanner, which has been designed to help companies manage successful employee development and succession planning programmes, has been tightly integrated with Xerox's e-Learning system and is used by the company to manage the certification scheme across Europe. Using ActivePlanner, Xerox's managers can quickly and easily check on each channel partner's employee numbers and attrition status, as well as view the progress of each individual's learning path throughout Europe.

Xerox has so far rolled out ActiveCenter and ActivePlanner in 16 countries. Both solutions are available in seven languages, including English, French, German, Dutch, Italian, Spanish and Portuguese.

Greater customer satisfaction and effective management of HR

For Xerox, ActiveCenter and ActivePlanner are bringing multiple benefits. Partners and internal staff are better trained and so therefore more productive and more competent at delivering a greater level of service to customers, which as a result is helping to drive sales. In 2006 alone, Xerox certified over 2000 sales people and accredited over 1000 partners. Employees and partners are provided with a certification specific to their job role, which is an effective tool for attracting and retaining staff.

Using the solutions, the Xerox managers are able to manage channel human resources across Europe much more effectively and drive channel performances. They can also use the certification programme as a tool in their value proposition to future Xerox partner employees in terms of career development, better productivity of the sales force, better induction processes, and greater retention. In addition, the solutions help to improve the productivity of Xerox managers, as they now have all the information they need at their fingertips rather than having to access multiple systems.

"The Jobpartners solutions have made a huge positive impact on the productivity and quality of our partner network," commented Nicolas Lihou. "The implementation of ActiveCenter and ActivePlanner is helping to increase our distribution capacity and capability, and provides a more consistent customer experience and better market coverage."

About Jobpartners

Jobpartners is a unique supplier of software and services for people management : no other company can match our expertise in delivering rapid, workable & effective solutions to real business challenges. We are recognised as the market leader in Europe.

HR processes we cover include:

- Recruitment
- Internal Mobility
- Annual Review
- Compensation Review
- Career Development
- Personal Development plans
- Executives Management
- Key People Management

Get in touch!

To find out how Jobpartners might be able to help evolve your organisation, give us a call:

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