

Partnership

Healthcheck

Make sure your partnerships are in peak condition



Have we chosen the right partner?

Is the product performing as expected?

Is the brand still benefiting from the relationship?

What other competitor products are now available?

Is the relationship still working?

In the fast changing world of partnerships, providing the right answers to such questions is the foundation on which to build stronger customer relationships, demonstrate the brand's value and build market share in the face of aggressive competition.

BUILDING STRONGER, FITTER PARTNERSHIPS

MAKE THE RELATIONSHIP WORK FOR YOU

A Partnership Healthcheck provides you with independent, objective and expert analysis that will enable you to proactively manage your relationships.

The Affinity Solutions' Partnership Healthcheck builds a comprehensive picture of your partnerships' strengths and weaknesses using our proven methodologies. This analysis provides the basis for constructive and actionable recommendations to improve the long term success of the partnership.

If you demand that your partnerships add outstanding value for your brand and deliver on critical strategic business issues, Affinity Solutions' Partnership Healthcheck is the business tool of choice.

DELIVERING THE PROMISE

Realise the full benefits of your partnerships, capitalise on new innovations in affinity marketing and release the potential locked in your brand.

Each Partnership Healthcheck is configured to meet the particular needs of individual clients and can include reviews of:

- ❑ **Strategy** – Is the partnership meeting its initial objectives? What has been missed?
- ❑ **Product** – Is the product meeting expectations? What competitor products are available? How does the competition compare?
- ❑ **Financials** – Are financial returns as forecast and are your costs within acceptable limits?

- ❑ **Operations** – Are you receiving the operational support you were promised? Is the delivery standard as expected? Is the partnership receiving the investment promised and is customer service within agreed levels?
- ❑ **Contractual** – Are your partners abiding by their contractual obligations? Was the initial contract too restrictive or have things changed making it unsustainable?
- ❑ **Relationship** – Do the personnel running the partnership have the required skills? Is there friction between the two teams?
- ❑ **Marketing** – Is the product being marketed in the right way? Are you getting the marketing support you originally agreed?
- ❑ **Development** – Is there a lack of new product development? Has the partnership itself stagnated?
- ❑ **Customer Satisfaction** – Are your customers/members happy with the partnership? Are they getting the product and customer service they want/expect?
- ❑ **Disengagement** – Has the partnership run its course? How can we disengage amicably and effectively? Can we ensure the continuation of service

Is the Partnership Healthcheck right for me?

If you don't have positive answers to the following questions – you're overdue for a Healthcheck!

- Have we chosen the right partner?
- Is the product performing as expected?
- Are the teams involved working together effectively?
- Is the brand still benefiting from the relationship?
- Are we competitive within our marketplace?
- Is the relationship still working?
- Are customers receiving a product that meets or exceeds their expectations?

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Affinity Solutions
Creating Value from Partnerships