

Channel Enablement Services

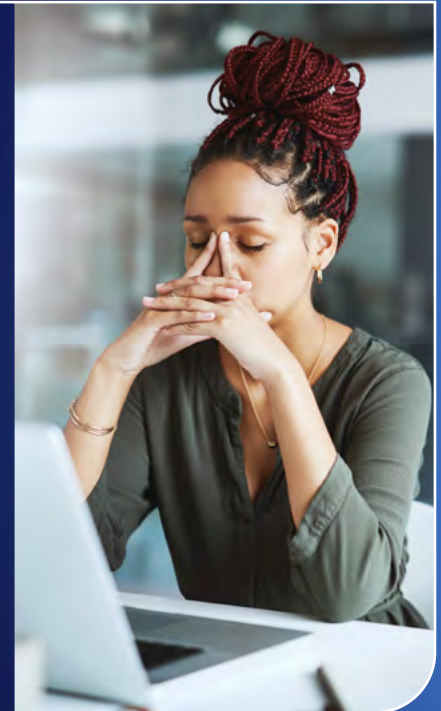


AI-powered, secure, journey-orchestrated partner enablement that accelerates activation, improves seller readiness, and grows ecosystem revenue.

High-performing partner ecosystems fuel growth across technology, telecom, fintech, retail, healthcare, and more—but most channel leaders face fragmented onboarding, inconsistent partner performance, and limited visibility into partner health. CGS Nexus delivers a Total Experience (TX) model that synchronizes partner, customer, employee, and product experiences so your ecosystem sells more, faster, with less risk.

Why channel enablement is hard?

- Large, diverse partner networks with inconsistent performance
- Fragmented onboarding and training
- Misalignment across sales, support, marketing, and product
- Low partner engagement or product knowledge
- Poor visibility into partner health, readiness, and activity
- Weak governance and security exposure in decentralized ecosystems



CGS Nexus orchestrates an efficient and secure ecosystem that boosts partner productivity, accelerates sales cycles, and protects your brand and data across every partner touchpoint. We deliver Channel Enablement through a Total Experience (TX) model that synchronizes Partner Experience (PX), Customer Experience (CX), Employee Experience (EX) and Product Experience (PrX).

Each of our Channel Enablement services is modular and can be deployed standalone or as part of a unified channel ecosystem management program.

- 01 Partner onboarding:** Quickly turn new partners into confident, revenue-producing sellers with a structured onboarding experience, clear next steps, and guided setup. Partners understand your value proposition, target customers, and how to register and close their first deals sooner.
- 02 Partner training & certification:** Keep partners current and credible with ongoing training and role-based certifications for sales, technical, and customer success roles. Modular learning paths, microlearning, and assessments help partners master your products and sales motions so certified partners move opportunities through the pipeline more effectively.
- 03 Channel communications:** Keep your ecosystem aligned with clear, consistent communications across the partner and customer journey. Targeted updates, plays, and alerts ensure partners always know what to sell, what is changing, and which motions to run, reducing confusion and strengthening brand alignment.
- 04 Co-marketing support:** Help partners generate demand faster with co-branded campaigns, content, and events.

From campaign-in-a-box assets to MDF execution support, partners get ready-to-use resources that drive pipeline while staying on-message and on-brand in every market.

- 05 Partner help desk and technical support:** Give partners a single, responsive point of contact for questions, roadblocks, and technical issues. Dedicated helpdesk and technical support keep deals moving, reduce time-to-resolution, and protect the end-customer experience when partners need answers fast.
- 06 Incentive program management:** Remove friction from incentives, rebates, and program administration so partners stay motivated and engaged. Centralized management of tiers, rewards, performance tracking, and payouts makes it clear how partner actions translate into benefits, driving higher participation and loyalty.
- 07 Deal support and deal desk for partners:** Equip partners to win more often with specialized deal support and a dedicated deal desk. Opportunity qualification, pricing guidance, approvals, and proposal support happen quickly and transparently, removing friction from complex deals and accelerating time-to-close.

Get a measurable impact on channel ecosystem revenue

CGS Nexus Channel Enablement programs consistently deliver:

20%

higher partner program completion and engagement,

accelerating time to first deal.



- 01 30% increase in partner productivity and revenue contribution** through coordinated enablement.
- 02 Improved forecasting accuracy and visibility** across the channel pipeline through unified data and journey orchestration.
- 03 Globally aligned partner and customer messaging** that strengthens compliance, consistency, and brand integrity.

CGS Journey Orchestration

Channel ecosystems generate complex, multi-touch journeys across onboarding, training, communications, sales activity, support usage, and partner operations. CGS Journey Orchestration maps partner onboarding, certification progress, enablement content usage, deal submissions, and support interactions to deliver personalized and timely journeys that increase adoption, readiness, and revenue contribution.

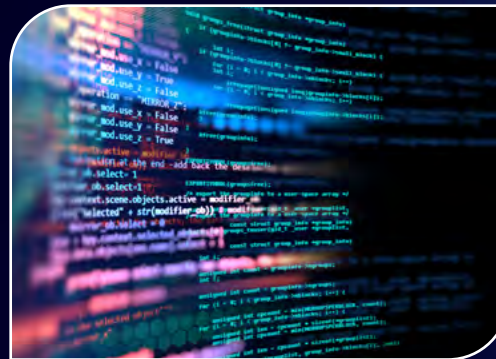
- **Personalized partner journeys** based on tier, maturity, region, or specialization.
- **Intelligent routing** to the right training and enablement based on partner performance.
- **Proactive notifications** when partners show performance drop-offs or compliance gaps.
- **Automated enablement workflows** triggered by partner actions across the lifecycle.
- **End-to-end continuity** between onboarding, training, readiness, sales, and support.
- **Behavior-based segmentation** for targeted communications and incentives.

Global delivery & language coverage

CGS Nexus delivers channel enablement through a unified global delivery network designed for scale, resiliency, and multilingual excellence. Operations across the United States, Romania, India, Israel, Chile, and Colombia support voice, chat, email, SMS, social, and in-app experiences in 22+ languages.

Countries

- United States
- Romania
- India
- Israel
- Chile
- Colombia



Languages

English, Arabic, Bulgarian, Danish, Dutch, French, German, Greek, Hebrew, Hindi, Hungarian, Italian, Norwegian, Polish, Portuguese, Romanian, Russian, Spanish, Swedish, Telugu, Tamil, Turkish, plus 22 regional dialects of India.

CGS Channel Enablement platform

AI-powered Channel Enablement for smarter, faster partner revenue.



AI Agents: Reduce partner wait times and keep your teams focused on high-value conversations. Virtual agents resolve routine questions across phone, chat, and portal—covering onboarding steps, deal registration, incentives, and basic technical checks—so partners get instant answers while your specialists concentrate on strategic, revenue-impacting engagements.



AI Copilots: Give every channel specialist and support agent a real-time AI copilot that surfaces the right answer, asset, or next-best action in the flow of work. Copilots listen to interaction context, pull from knowledge bases and prior tickets, and recommend responses so agents handle more partner requests in less time and with higher accuracy, while driving more consistent program and policy guidance.



AI-generated analytics: Turn your channel data into clear, actionable insight with AI-generated analytics and visual dashboards. Automated analysis connects signals across tickets, calls, learning activity, deal desks, and incentives to highlight trends, risks, and opportunities and give leaders self-serve views into partner performance, content and training adoption, support drivers, and pipeline health.

Security and compliance for channel operations

CGS Nexus Channel Enablement builds on enterprise-grade controls including a Zero Trust security model, encryption in transit and at rest, identity and access governance, and continuous monitoring. Programs operate under SOC 2 Type II, ISO 27001, ISO 9001, PCI-DSS, HIPAA, and GDPR to protect partner and customer data while enforcing role-based access to portals, content, pricing, and roadmap information.

Core security controls (all CGS Nexus services)	Channel Enablement-specific security requirements
Zero Trust security model	RBAC for partner portals, content, and tools
SOC 2 Type II, ISO 27001	Encrypted portal sessions + MFA enforcement
Encryption at rest + transit	Protected access to pricing, product, and roadmap information
24x7 SOC + SIEM monitoring	Controlled distribution of confidential partner materials
IAM + identity governance	Partner onboarding/offboarding lifecycle governance
Endpoint controls (WFH + onsite)	Tier/region-based partner data segmentation
Data governance + retention policies	Monitoring of partner portal usage
Logging & audit trails	Secure partner escalation workflows

Flexible commercial models



Pricing is flexible and aligned to how your ecosystem operates, with options including tier-based pricing, program-based or ecosystem-based billing, co-funded training models, surge-based partner enablement, and hybrid channel sales support programs.

- Tier-based pricing (Bronze/Silver/Gold/Platinum Partners)
- Program-based or ecosystem-based billing
- Co-funded training models
- Surge-based partner enablement
- Hybrid channel + sales + support programs



Empower your channel partner ecosystem with secure, intelligent, journey-aware enablement.

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People first.
Outcomes driven.
Aligned for success.

