

Channel Chief View

The Customer Experience is Everything



How to positively impact the customer experience is dominating headlines. As a Channel Chief, what advice do you have for channel partners when it comes to creating an unbeatable customer experience?



Susan O'Sullivan, Vice President, Sales

A. Prioritize your people. The customer experience starts with the associate experience. Ensure your company values and your team's goals are driven by purpose and grounded by a commitment to do right by each other and the customers you serve. Company culture is contagious. It influences the experience your customers enjoy, as well as the one you help deliver to their customers, which is why at Ingram Micro we work to be indispensable, unbeatable and unstoppable.



Craig Birmingham, Vice President & GM, Business + Consumer Solutions Group

A. Listen to and really work to understand and capture more about what your customers want, need and value. Business is personal and the more you know about your customers, the better you can serve them and create a unique value proposition. Dig in, take note and share the knowledge you gain with your team to differentiate and create more business value for all. At Ingram Micro, the customer experience is everyone's responsibility, and one of our top priorities is to find ways to grow the business together.



Tim Ament, Senior Vice President, Advanced Solutions

A. Partner to deliver the business outcomes your customers want and need. The future of technology is hybrid, which requires a different technical know-how to design, deploy and manage these solutions. Lean on Ingram Micro for the proven experience and hybrid technology expertise, services and creative financial solutions needed to deliver the specific business outcomes your customers want. From the simple to the advanced, we've got you covered and will help you provide unbeatable customer experiences.



Tim FitzGerald, Vice President, Cloud Channel Sales

A. Provide a winning customer experience by expanding your solutions portfolio to include everything as a service (XaaS). Selling and supporting cloud and hybrid technologies, solutions, and services can help you retain and grow your customer base. Engage Ingram Micro Cloud and put our Cloud Marketplace to work for you and your customers. Not selling cloud yet? Team with Ingram Micro to sell the cloud services your customers want and need to transform their business and achieve cloud awesomeness.

