

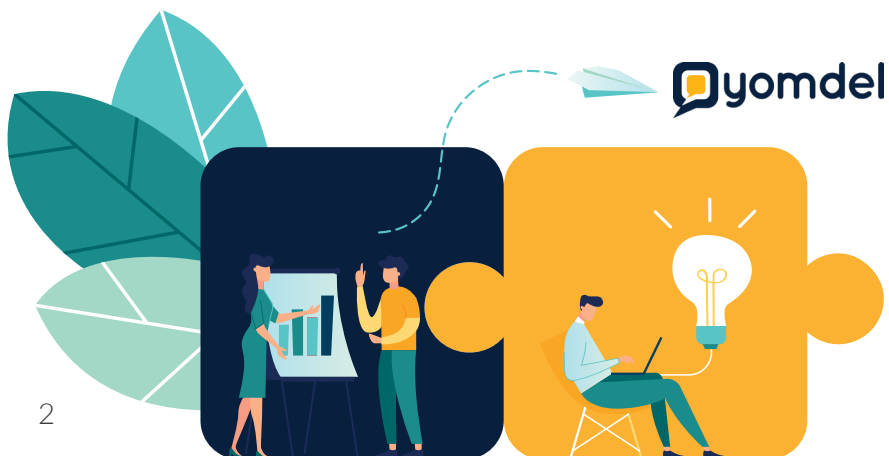
Yomdel Partnership Programme

The route to shared success



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What is Yomdel?

Yomdel delivers exceptional business growth to clients through world-class, 24/7, fully-managed live chat and associated marketing, research and customer experience services. This is achieved by working with its parent company, nurtur.tech, who also own the Brief Your Market and Know Your Market brands.

Yomdel was the pioneer of high quality outsourced managed live chat services in the UK and now serves more than 3,000 businesses across multiple UK sectors and locations around the world. The live chat integrates across multiple channels from websites to social media and even into the physical world to enable people to immediately chat online no matter where they are.

Partnering with UK businesses, Yomdel typically delivers a 50%, or more conversion rate, and corresponding Cost Per Lead (CPL) reduction of around 33%. All of which can result in a return of investment that runs into thousands of percent.

Yomdel's service-led approach is built on the values of speed, accuracy and quality, naturally leading to a total focus on successful outcomes for your clients and businesses associates. In short, we aim to help your client significantly exceed their revenue growth targets, and in turn help you supercharge your own client results.



What does Yomdel do?

Yomdel Live Chat allows businesses to be open 24 hours a day while offering an incredible digital customer experience that boosts online conversions.

Intelligent: When people are choosing or buying something that they really care about, they want to talk to a real-life human being, not a chatbot. Our human operators bring understanding and empathy that automated systems simply cannot offer!

24/7: Your clients can't be online to help their customers all the time. But Yomdel can. Operators dedicated to the client's business are ready to answer questions, 24 hours a day, 365 days a year, yes, even Christmas Day!

Fully managed: Our Operations Team works hard to optimise everything so that the client gets the most out of your investment from the word go.



A team of human operators is assigned to the business and trained to handle conversations in the same way your client would.

Whether your objective is to drive more sales, generate more leads, or improve customer service, **Yomdel Live Chat** will transform your business overnight.



Which sectors does Yomdel work with?

Significant experience across multiple business sectors:



Who does Yomdel work with?



The benefits of becoming a partner

Yomdel Partners benefit from clearly demonstrating the addition of a service that greatly aids customer service and generates recurring revenue, and of course our generous **COMMISSION**, or a donation to a charity of your choice!

It's a win-win. If you run a business with clients who need to deliver the best customer experience, online, in-store or over the phone, becoming a Yomdel Partner could pay dividends for you both.

What's more, subject to referral levels, you could also qualify for free 24/7 managed live chat on your own website and social channels to help you generate more leads for your own business.

Whether you deliver digital marketing, web services, eCommerce, retail marketing and customer support, consultancy services or advertising, Yomdel operates attractive schemes that deliver an indefinite and generous revenue share.

Aside from the commission, what are the benefits of becoming a Yomdel Partner?

At Yomdel we want our clients and our partners to be happy. It's a collaborative approach. The way we look at it, if you can make your clients happy through introducing them to the great benefits of having Yomdel, help grow their business and boost sales conversions, then your reputation, and ours, can only improve.



Generate value through partnership

How do strategic partners generate sales and earn commission?



Word of mouth referrals



Direct sales

Direct or indirect marketing



Joint sales, marketing and other promotional efforts



Partner website content, collateral and dual-branded promotions



Generate value through partnership

Enhance your proposition

Acting as an extension of your current proposition, Yomdel can help your business to attract and acquire even more prospective clients. The ability to offer insight and deliver products which dramatically enhance your client's customer experience offering, integrated with your business products, can only enhance your value to your clients.

Increase retention

With the ever increasing importance of ROI and performance measurement in the marketing landscape, the need for high quality customer experience design and delivery has never been greater. Future proof your proposition and avoid losing clients that seek an ever increasing ROI from your services.

Demonstrate your industry expertise

Cement your position as a market leader within your industry by demonstrating an in-depth understanding of customer needs. Provide your clients with the ability to benchmark their current customer experience effectiveness, design new and optimised experiences, and deliver 24/7 online conversion capabilities.

Revenue share

The Yomdel proposition is made up of numerous revenue generating opportunities. The value of this revenue is then shared with our partners depending on their level of commitment. Therefore, the more engagement there is within the referral and sales, the greater the amount of revenue shared between both parties.



What does a partner do?

Provide referrals

A referral is an introduction by phone, email or social media, whereby the client understands the Yomdel offering and has expressed strong interest in the services offered through usually requesting an appointment or demo. A prospective client should always be at the stage of wanting to finalise taking the Yomdel service as opposed to just wanting to know more. We expect partners to ensure referrals are ready to buy. There are no further account management responsibilities.

Collaborate and cooperate

When your successful referrals sign up to Yomdel the team will then take over everything related to ensuring your clients and contacts receive the best service, but going forward the closer we work together the better it is for all involved. E.g.

New websites should be “Yomdel-ready” while designs should factor in Yomdel to ensure conversion and customer experiences are optimised. As such Yomdel should be consulted in design and build processes. This drives revenue for the client, and through optimising live chat deployment it also results in increased account revenue, which in turn delivers enhanced commission.

Marketing campaigns and activities should be designed with Yomdel as an integral part and be geared to optimising conversion from the very beginning. If you provide client dashboards, or manage Google Analytics on behalf of clients, Yomdel should be automatically included.

Educate

Working together with Yomdel brings multiple benefits in that together we can help educate your clients, encourage best practice and show people how they should be measuring success. As with so many things in life, the key is understanding it is not the price of something, but the value of something. It is about the return on the investment.



Partner support packages

At Yomdel we understand that a partnership is about supporting one another to achieve mutual benefit. We ensure that we provide you with the tools you require and any help you need in promoting our product offering within or alongside your own.

In a reciprocal partnership relationship, we look to similarly integrate your business as much as we can in to our sales and marketing process to provide you with maximum benefit.

The following are the key elements of the package that we will put together with you:

Marketing collateral and branding support products, including:

Free 24/7 live chat for your business

Subject to your Yomdel partnership marketing activity and referral pipeline you may be offered 24/7 managed live chat on your own website, and other channels, completely free! This exclusive benefit continues on the basis that agreed referral levels or revenue targets are achieved and maintained.

Marketing collateral and branding support products, including:

Free branded templates and content for your email and newsletter marketing

Free collateral to support joint marketing initiatives.

Inclusion in our partner related marketing collateral to increase brand awareness.

Your logo on our website with a backlink for SEO value.



Assistance with your own Asset and Promotional Video creation as required.

Social media engagement – reciprocal following, comments, shares and promotions
Free sales training, supporting videos and sales team coordination, as appropriate

Attendance of annual conferences / sales meetings

Event Speaker support, if required

Up to £500 towards dual hosted events and conferences each year

Joint Marketing Plan (Per Annum)

Two annual strategy conference calls with our marketing department

White label placement of your client logo in Live Chat windows



Commission structure

Your Yomdel Partner

5% of all revenue received by Yomdel indefinitely for the accounts you refer (subject to agreed conditions).

How much commission could we earn?

Yomdel assess likely live chat volumes based on the number of unique users on client websites, and possible live chat volumes via other channels such as social or direct-to-chat links.

Based on forecasted live chat volumes service packages are then recommended which start at £199 per month, but could rise to many £1,000s per month for busy websites.*

All packages, which can be based on live chat volumes or anticipated lead volumes, are offered only on auto-renewing annual (or longer) terms meaning your referral revenue is secure for a minimum of 12 months.



How commission is paid:

Yomdel will produce commission statements based on 5% revenue received on a quarterly basis.

The partner is then expected to generate an invoice which is paid within 30 days.

Commission structure calculation example:

Here's an example of the way in which we'd calculate your commission in the first year with Yomdel:

1. **Live chat** – monthly packages: Bronze, Silver, Gold, Enterprise and Bespoke

If we take a live chat - Enterprise client as our example:

Yomdel invoice at say £1,500 per month.

Then a Sales Partner commission would be £75 per month, paid quarterly to you at £225 and worth £900 per year.

Naturally as the weeks pass and more clients are added the commissions paid rise.



Other important conditions

Invoicing and commissions payable

Commissions are earned on invoices paid, and they need to be claimed at the point of referral. Commissions cannot be claimed and paid retrospectively.

Pricing

As a Yomdel Partner you will sell all services in accordance with the Yomdel pricing structure. Please remember different industries and propositions may attract a different price for leads or services. This needs to be agreed with Yomdel on a case-by-case basis.

Yomdel encourages partners to propose pricing structures for individual opportunities, on the basis that they fit with the principle of being a “value based” service.

Partners do not have the right to negotiate any amendments to terms, conditions or service deliverables with prospective clients or existing customers.

How long is a referral valid for?

A referral is valid for three months. If the prospective client does not sign within this time, the opportunity for referral revenue share expires. However, a partner can always reinvigorate a referral through following up directly with the prospective client at a later date.

Responsibilities of a Yomdel partner

When signing up with Yomdel, new partners will typically agree a number of activities that they will fulfil. These could include:

- Prominent placement of Yomdel partnership on website
- Accept Yomdel's free 24/7 live chat service for an agreed period. If taking this free service offer, a partner would be expected to act for Yomdel in an exclusive capacity and not recommend any other competing live chat services.
- Schedule a minimum six emails to client and prospect lists each year
- Agree to participate in a Yomdel training session to understand the proposition and services available
- Make the deployment of Yomdel as simple as possible. For example, build websites or launch landing pages that are “Yomdel ready” with the code already deployed and awaiting activation.



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- Include Yomdel in any appropriate webstores or widget libraries.
 - Include Yomdel within any dashboards
 - Provide a list of potential referrals that can be discussed with the Yomdel team to ensure the approach and pitch hits the right note.
 - Cooperate on a press release announcing the new partnership
 - Pledge to make an agreed number of referrals each month.

When is a referral invalid?

There are a number of circumstances under which a referral may be invalid, and to this end it is also worth checking with Yomdel first to understand if any of the following may apply:

If Yomdel already has a relationship with the company in question and where there is an on-going dialogue.

Where the company in question is a former Yomdel client

There are exceptions to these situations and partners are urged to first check with Yomdel on the status. It is possible that Yomdel would grant eligibility to the revenue share if, for example, it is thought the deal would not materialise without support from the partner.

In summary, if a prospective client introduced by you does not sign up and there is no contact between Yomdel and the prospective client for at least three months then you waive any rights to commission should the company subsequently sign up.

What happens if a referred client subsequently signs up extra divisions or business services to Yomdel?

As stated, referrals lapse after three months, and in order to secure extra revenue opportunities from introduced business, the partner is encouraged to maintain a relationship with the other business in order to look for up-sell and cross-sell opportunities. In this instance, with the prior agreement with Yomdel, further commission may be payable.

It is essential that this agreement works for both parties; although Yomdel would always have the final decision on whether, or not, commission is payable or to whom.





If a partnership arrangement with Yomdel interests you,
then don't hesitate to get in touch.

Just contact Yomdel, anytime for a chat about this opportunity.
Telephone: +44 (0)1403 616000 or email salesteam@nurtur.tech

www.yomdel.com/sales-partnership

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