

Putting portal fatigue to bed

How to keep your partners engaged

The modern partner portal landscape is overcrowded. Partners can quickly become swamped by multiple portal logins, and several vendor emails to read through every day. This can eventually lead to 'portal fatigue', where overwhelmed partners disengage with your communications entirely.

Fortunately, there are some steps you can take to prevent portal fatigue and keep your partners engaged. Let's take a look at 4 factors that cause portal fatigue, and how to solve them.

1. Complexity

If you're relying on a legacy platform or your portal is too complex, you may notice that it gets harder to manage as your partner network grows, the needs of partners change and/or processes aren't as streamlined as they could be. Overly complex portals are disengaging for your partners and increase the risk of portal fatigue.

The solution: Simplify your PRM system by asking yourself these questions

- ✓ Is the experience partner-driven?
- ✓ Can I eliminate any unnecessarily complicated steps?
- ✓ Can anything be automated to make the experience better?
- ✓ Is there enough/too much information to guide the user? And how can we measure this?
- ✓ When did we last ask our partners about what they need from a portal?

Even after you've streamlined your processes, you should regularly evaluate the effectiveness of your PRM program's effectiveness to ensure it remains fit for purpose.

2. Too many partnerships

Businesses that establish numerous partnerships may struggle to manage them all effectively, leading to fatigue among partners who feel they're just one of many. When the partner experience begins to decline, people may simply decide to cut ties altogether and work with other vendors that give them relevant, useful information at the right time. And not all partners will tell you they are leaving as they close the door... so you can be sure that quiet/inactive/dormant partners are very active with other vendors – probably your competitor(s).

The solution: Acting upon partner needs and feedback

Listening to your partner network is a great way to make each individual partner feel valued; however, it's only effective if you use their responses to create change, act on feedback and demonstrate activity as a result.

Learn what's working well and what isn't, and leverage that information to provide your partners with the resources they need to sell and market you and your products and/or services effectively.

3. Lack of value

Remember, it's unlikely that your partners are only working with one vendor. So, if a competitor's portal provides a more user-friendly and convenient experience, it's only a matter of time before partners stop logging into yours.

The solution: Demonstrate quickly and simply how you deliver clear and measurable value to your partners.

As far as partners are concerned, if you don't demonstrate how your PRM portal will make their lives easier, it simply represents another admin-heavy task on their to-do lists. It's vital to explain the benefits of each use case.

For example, partners that want to increase their sales may be interested to learn that they can find all the enablement materials they need in one, easy-to-access location.

4. Communication issues

Partners are receiving more vendor communications than ever before, and they don't have time to read through every email and pick out the information that's relevant to them. At best, generic messaging can cause misunderstanding and frustration. At worst, partners will stop engaging with and responding to your comms entirely.

The solution: Sharing personalized and relevant communications.

Throwing more emails at your partners isn't the answer to this problem. Instead, consider how you can make your communications more applicable to each partner's situation.

One of the best ways to ensure your updates are relevant is by giving partners control over what they want to hear about and how they'd like to be updated. As a result, partners only have to read the content about, products and services that they decide are relevant to them, leading to greater engagement and higher sales figures in the long run.

Destroy portal fatigue with Komz

As a purpose-built partner engagement platform, Komz enhances your PRM portal activities by slashing the number of steps it takes for your partners to get what they need.

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Partners simply select their personal comms preferences—including what content they want to receive, when they receive it and how they want to be notified,—and Komz does all the heavy lifting to tailor the right updates and content to your partners' needs.

Plus, with single sign-on (SSO), partners can access the resources on your portal via their Komz updates without the need to enter multiple passwords.

Goodbye, portal fatigue!

[Book your free demo now](#)