

Partner Program



# Tiers and **benefits** guide



PROMO



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# Let's start this journey together!

When we started building our products, we knew that we wanted to create the best tools for communicating with customers. And we were struggling with the same problems every other business does. We wanted to grow our customer base, gain more visibility, and build up our reputation.

Now, almost 20 years later, we're proud to say that we've made our way to the top. Sure, we made a lot of mistakes, but who doesn't, right? And now, **over 35,000 businesses** from around the world **connect with new customers thanks to our products!**

In the meantime, we decided to give a hand to other businesses who want to solve the same problems we had. So, upon joining our Partner Program, **you can count on us to help you** get new customers, gain more exposure, and become a reputable member of our community.

We made this program for you. Discover how to make the most of it.



**Pawel Halas**  
*Head of the Partner Program*

# Why our program?

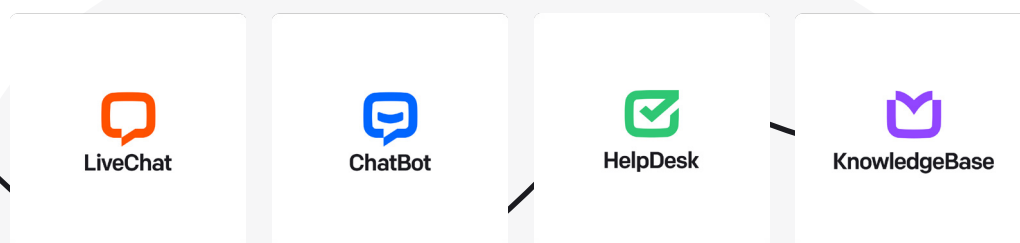


We are the creators of **a product suite** that empowers businesses to deliver excellent customer service and rack up successful sales. We help to engage website visitors, turn them into customers, automate online support, and scale the teams. If this is what you're looking for to solve your customers' problems, our products will help you achieve your goals.

If you're also looking for ways to **expand your business**, you're definitely in the right place. Our program is dedicated to helping you build, market, and grow a compelling business around our products. Membership is entirely free of charge.

Within the Solution Program, you can choose to resell our products or simply refer them to your customers. As a reseller, you get a **discount** when purchasing our products, and you can set your own price for your customers. When you refer your customers to our products, they'll pay the full product price, and you'll be rewarded with a **commission**.




But these are not the only benefits you can claim. To make it easier to claim them, we decided to make your path through our partnership more transparent.

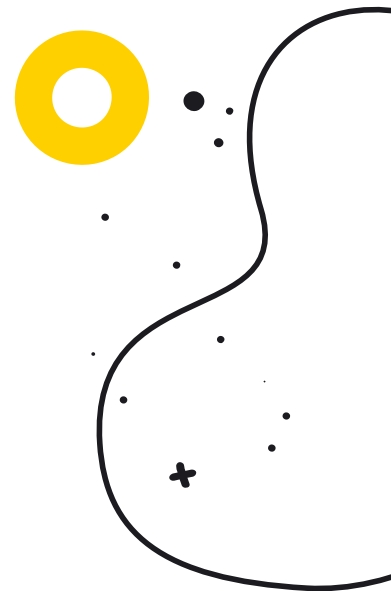


# About tiers

Partners within the Solution Program earn tiers based on the level of success they've achieved for their customers using our products. Tiers are ranked from Bronze to Gold. Your tier represents your growth path within the program and is a way for you to differentiate your business.

Each tier level gives you a set of perks that benefit your business in a different way:

-  **On the Bronze tier** you get all the tools and knowledge you'll need to start helping your customers through our products.
-  After progressing to **the Silver tier**, you'll unlock co-marketing opportunities that will allow you to gain visibility among our audience and attract new customers.
-  On **the Gold tier**, you're working in tight cooperation with your Account Manager to make sure that you make the most of our partnership. We'll also promote your company on our websites, newsletters, and social media channels to make sure that our customers easily spot you.



# Requirements

Tiers are determined by the value of customers you've brought and managed over time within the Solution Program. We measure this using a metric called annual recurring revenue (ARR). ARR shows the predicted money flow that all your subscriptions will generate within a year.

And how do we measure your customers' value? Here are a couple of examples.

EXAMPLE	Number and value of active subscriptions	Type of subscriptions	ARR	Explanation
1	1 subscription for which you pay \$1,000 a month	Reseller (you get a 20% discount)	\$12,000	= \$1,000 * 12 months
2	1 subscription for which client pays \$1,000 a month	Referral (you get 20% back in commission)	\$9,600	= (\$1,000 - 20%) * \$1,000 * 12 months
3	20 subscriptions worth \$250 a month each	5 – reseller 15 – referral	\$51,000	= 5*\$250*12months + 15*(2500.2*250)*12months

ARR, along with your progress within the Solution Program, is updated in real-time. You can track your tier progress within the Partner App.

	🌟 Bronze tier	🌟 Silver tier	🌟 Gold tier
Required ARR	\$0	\$5 000	\$20 000
Additional requirement	–	–	+ 1 customer/year

# Our benefits

See the benefits available across all tiers.

BENEFIT	 <b>Bronze tier</b>	 <b>Silver tier</b>	 <b>Gold tier</b>
Commission / discount	<b>20%</b>	<b>22%</b>	<b>25%</b>
Program onboarding	✓	✓	✓
Free product accounts	✓	✓	✓
Partner exclusive content	✓	✓	✓
Recognition as a LiveChat Partner	✗	✓	✓
Access to a Partner badge	✗	✓	✓
Profile on our Partners' directory	✗	✓	✓
Publication on our blog	✗	✓	✓
Publication of your success story	✗	✓	✓
Support from your Account Manager	✗	✗	✓
On-demand product training	✗	✗	✓
Help with product implementation	✗	✗	✓
Being promoted as a featured Partner	✗	✗	✓
Premium listing on our Partners' directory	✗	✗	✓
Your offer on our "Services" page	✗	✗	✓
Being featured in the LiveChat newsletter	✗	✗	✓

# Benefits explained

Here are the benefits you can unlock while progressing to higher tiers.

## Commission / discount

Receive revenue share from the deals you close. It's just one way we reward you for all the hard work you do selling and optimizing our products. Depending on the tier you're on, commission (or a product discount) will rise from 20%, through 22%, to 25%\*.

\*applicable only for the new licenses you bring



### Bronze tier

- Acceptance to Solution Program
- 20% commission/discount



### Silver tier

- from \$5,000 ARR
- 22% commission/discount



### Gold tier

- from \$20,000 ARR
- 25% commission/discount





## **Bronze tier**

You get all the tools and knowledge to start helping your customers through our products.

### **Program onboarding**

Our professionals will collaborate with you to ensure you have the knowledge, skills, and tools to execute successful implementations for your customers at scale. Simply set up a discovery call and let us help you to start this journey.

HOW TO OBTAIN IT?

[Contact us](#)

### **Free product accounts**

To work with our products, you need to understand the possibilities they open up and the problems they resolve. Play with your free product accounts: customize them, implement them on your test websites, and learn about different use scenarios. Use them as a real-life product presentation during your sales demos.

HOW TO OBTAIN IT?

[Contact us](#) or [read more](#) about this benefit



## Partner exclusive content

Make use of all the knowledge we're sharing with you:

- The [Sales & training](#) section in the Partner App with one-pagers, sales presentations, training materials, and more.
- The [Education](#) section on our blog with expert tips and exclusive insights.
- The [help center](#) to get the Partner Program 101.
- 24/7 support that's always willing to help you.

Don't forget to keep an eye out for our monthly newsletter and stay current on product news, featured Partners, and new resources.



## **Silver tier**

You are recognized as a LiveChat professional and gain the opportunity to promote your company to our audience.

### **Recognition as a LiveChat Partner**

Be officially recognized as a LiveChat Partner — boost your reputation and reliability. You can treat it as a hook to attract new customers who already know our brand.

### **Access to a Partner badge**

Our badges validate the accomplishments, skills, and competencies that you gained during your journey with us. Place this badge on your website or social media page and instill trust in your potential customers.

HOW TO OBTAIN IT?

[Claim it from the Partner App](#)



## Profile on our Partners' directory

List your company on [our Marketplace](#) so thousands of LiveChat customers can spot your company. Boost your visibility and increase your chances to connect with potential clients.

HOW TO OBTAIN IT?

[Apply directly from the Partner App](#)

## Publication on our blog

Get the opportunity to priority pitch your ideas to the [Partner Program blog](#) editor. When a draft is done, we'll make sure it reads great! Share your insights and show your expertise, and we'll promote you on our social media channels (so you have access to thousands of our followers). You'll pick up some valuable backlinks too.

HOW TO OBTAIN IT?

[Contact us](#)

## Publication of your success story

Have your own amazing success story written down from scratch and published on our website. Tell your story, promote your business, and be featured in our marketing communications.

HOW TO OBTAIN IT?

[Contact us](#)



## **Gold tier**

Work in close cooperation with us to make sure we meet all your expectations towards our partnership. You can request all your benefits by [contacting us](#).

### **Support from your Account Manager**

Have access to premium email and chat support and be treated with priority. Your dedicated Account Manager will give you personalized insights into business opportunities and provide you with even more value from our partnership.

### **On-demand product training**

Once a year, our team can prepare personalized product training for you or your team. Thanks to that, you'll be able to onboard new people easily and refresh the knowledge of those who already work with our products.

### **Help with product implementation**

If you're running a complex product implementation, our team will work on solving your problems with high priority or advise on the best implementation strategy. We'll work together to finish your undertaking successfully.



### **Being promoted as a featured Partner**

When you become a Gold tier Partner, you get your place in our marketing campaigns. From social media mentions, through newsletter promotion and prominent listing on the Partners' directory, we'll actively promote your business.

### **Premium listing on our Partners' directory**

See your company listed in the "Recommended" section of our Partners' directory. Since we redirect our customers to this section from many places (like our help center, monthly newsletter, and chats with our website visitors), you'll get a chance to win even more customers.

### **Your offer on the "Services" page**

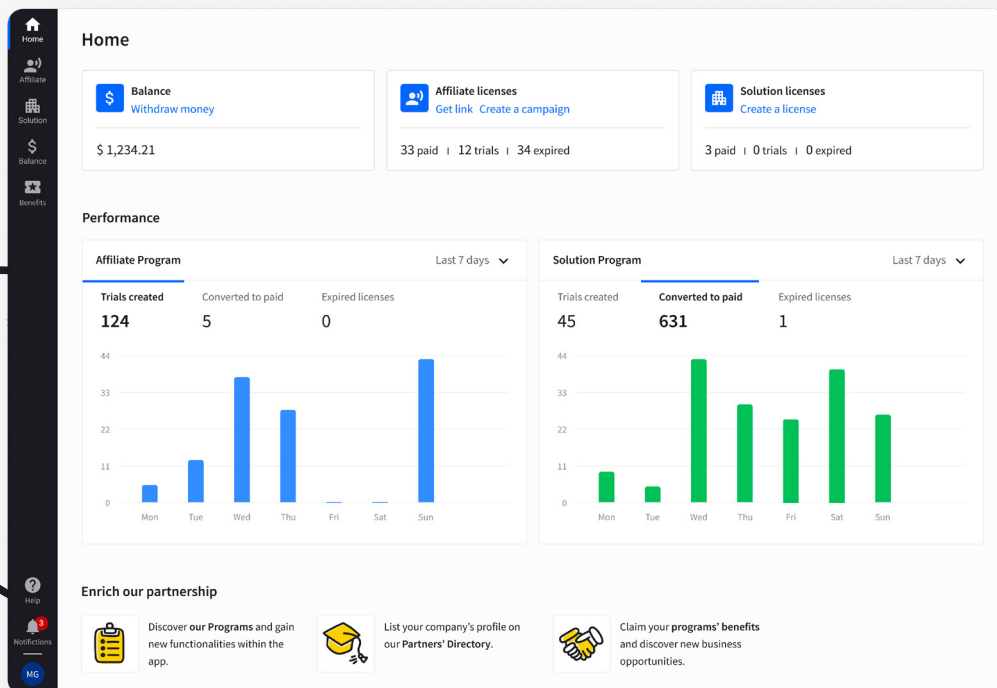
Create an offer that visitors of the "[Services](#)" page can instantly purchase. Increase your chances of being spotted by potential customers and have your offer recommended by our live chat agents.

### **Being featured in the LiveChat newsletter**

Have your company recommended in the LiveChat newsletter and be recognized by over 400,000 recipients. Get more exposure for your company and be more noticeable to prospective customers.



# Partner Program



## Join us

at [partners.livechat.com](https://partners.livechat.com)

**Have a question? We're here to help.**

 [partners@livechat.com](mailto:partners@livechat.com)