

**attentive**<sup>®</sup>

# Attentive Agency Accreditation Program





## Introduction

What is the Attentive Agency Accreditation Program?

The Attentive Accreditation Program is designed to validate the capabilities and strategic expertise required to manage and implement complex programs on the Attentive platform.

The goal of the Attentive Accreditation Program is to provide Attentive clients with a select group of agency partners that have been trained, vetted, and credentialed so that clients can choose to leverage an agency partner in order to achieve better results and outcomes with their Attentive program. The Accreditation Program also provides us with a programmatic approach to match Attentive clients to accredited agency partners. This program organizes the most key aspects of being a successful and leading Attentive agency partner into the course, and this guide will help you with everything you need to know before getting started.

This accreditation course is designed with a final presentation, recorded by the applicants, to be turned in. This presentation will be graded by a panel of Attentive judges to determine if the agency should receive accredited status.

When an agency becomes accredited, they will receive a series of exclusive perks and opportunities to grow their business that only accredited agencies receive.

# Program Information



## Program Information

### Benefits

- Eligibility to be matched to customers by our Professional Services Organization, Customer Success Org, and Sales Org
- Co-marketing to promote status as an accredited partner (including a badge and collateral)
- Ability to be highlighted at our Attentive All-Hands Company Meeting
- Exclusive access to the Attentive Leadership Team (more to come)

### Eligibility to Apply

- Agency must have sourced at least \$50k in est GNB over the last 12 months
- Agency must manage at least one Attentive Email program
- Exceptions to have non-eligible partners need to be submitted and approved by Oliver Baron

### Steps to Apply

- If you have a Partner Development Manager or Agency Success Manager, reach out to them to confirm your eligibility. If you don't have an Attentive contact, email [partner-accreditation-program@attentive.com](mailto:partner-accreditation-program@attentive.com) to apply.

### Training vs Accreditation

While the primary goal of this program is to certify and promote Attentive's best and brightest agencies, the content is available for all agencies to learn key best practices for partnering with Attentive and delivering customer value.

All of the accreditation courses located in Impartner are available to all agencies without the need to complete the accreditation presentation. Any agency team member with a login to Impartner can access these training sessions and become a more effective Attentive partner.

## **What is the focus of the courses?**

This accreditation program focuses on two specific aspects of being a successful Attentive agency—Managed Services and Email Implementation.

- Managed Services
  - Focuses on effectively navigating the Attentive platform, managing the Attentive platform on behalf of your clients successfully, and pitching Attentive services clearly and concisely. This course is critical to learn how Attentive wants to partner with you to deliver value to your brands.
  
- Email Implementation (available in Q1 2025)
  - As Attentive continues to expand our product line, we expect our top agencies to be able to deliver that value and exceptional email experience through a detailed and catered email implementation process. This course walks you through a detailed look into how your agency will own migrating an Attentive SMS customer to Attentive Email and the value that your agency brings to the process.

## **Disclaimer**

While our intention is to increase the number of clients we match with our agency partners, being accredited does not guarantee you will receive new leads and customers from Attentive.

# Getting Started



## Getting Started

- To get started with your accreditation or training efforts, you need to apply to become an Attentive partner through Impartner.
- [Here is the registration link to apply](#), the agency team will then review your application and you should receive a decision within one business week.
- Once logged into Impartner, complete onboarding training and your initial conversation with the Attentive agency team.
- Next, navigate to the “Training” section of Impartner and locate the Attentive Agency Accreditation courses. These can be taken individually or together with the option to not participate in the accreditation process.

## Becoming Accredited

After completing the required course, agencies will be required to record a presentation addressing the prompt. This recorded presentation will then be sent to [partner-accreditation-program@attentive.com](mailto:partner-accreditation-program@attentive.com) for judging based on the presentation grading rubric that your Attentive contact can provide.