

Report up! Create a quarterly state of partnerships report with Claude

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About me and our programs

Quo is a business phone platform built for SMBs

Used by 100K+ businesses to manage calls, texts, and voicemail with their teams and customers.

Partner types we manage

Agency

Digital agencies & consultants implementing Quo for clients.

Ecosystem

Companies embedding Quo in their natural workflow.

Technology

Integrations with HubSpot, Salesforce, Attio, and more.

Franchise

Multi-location businesses adopting Quo networks.

~900+ partners

Current state

What the program has delivered

~10%

Of net new revenue is partner-sourced ARR

900

Partners grown from 0 in just 12 months

12

New integrations launched in 12 months

~50%

Of total partners actively refer monthly

\$XM+

All-time partner-sourced revenue across program segments

What I'm accountable for

Goals

- Partner-sourced new ARR (quarterly goal: \$XXXXK this quarter)
- Partner program growth (new partners joining, QoQ)
- Partner activation rate (% of partners who have referred a paying customer)
- Integration launches and co-GTM execution
- Partner retention and engagement

Channels

- Agency
- Ecosystem
- Technology/integrations
-  Franchise

+++ partner marketing and enablement across all channels

Why I built this

The problem I was trying to solve

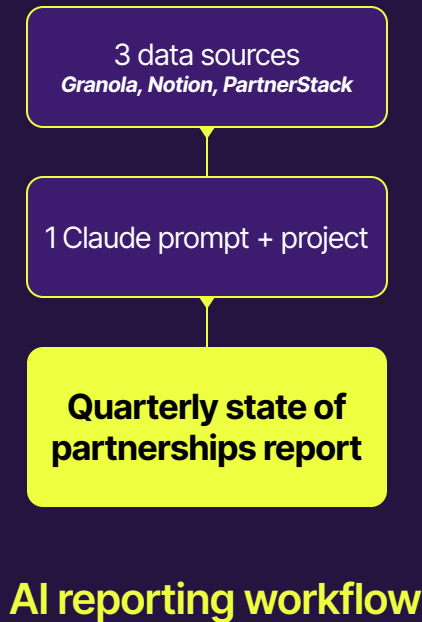
- Spent **hours** manually pulling data from disparate sources
- Output not in GTM language
- Get a report that led with revenue, surfaced asks and decisions, and took <1 hour of my time (realistically)

**Leadership can't
advocate for what they
don't understand.**

What you'll learn today

What we're covering

1. The workflow
2. Live demo: generate Q2 report in real time
3. Why this should matter to us
4. How to build this yourself



Questions?

 Connect with me below!



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