

Case Study

Driving Watkins Dealer Alignment Across 900+ Independent Partners

Scaling channel partner support without diverting internal resources



The depth of product and system knowledge the Televerde team brings is remarkable. They operate with a level of proficiency that mirrors our own internal experts.

CORI LANDWEHR
Watkins Wellness

The Challenge

Watkins Wellness is a global manufacturer selling through more than 900 independent dealers worldwide. That indirect channel model fuels growth, but it also requires consistent alignment around systems, processes, and priorities.

As part of a broader modernization effort, Watkins moved its dealer network onto Salesforce. The challenge wasn't technology adoption alone. Dealers were independent business owners managing multiple product lines, and Salesforce adoption competed with many other priorities. Meanwhile, internal field and sales teams were focused on growth initiatives, showroom execution, and dealer strategy rather than day-to-day system training.

Operating without a dedicated channel support function, Watkins faced mounting pressure:

- No scalable process for handling dealer inquiries — questions flowed directly to internal teams, fragmenting focus and slowing resolution
- An inflexible support model that couldn't absorb new product line launches without diverting field resources
- Salesforce certification at risk of stalling without structured, ongoing dealer enablement
- No mechanism to surface dealer feedback or adoption trends back to internal leadership

Traditional approaches to dealer support were no longer sufficient, nor capable of sustaining the alignment the channel required.

Key Results



80% Salesforce certification achieved within the first year



900+ independent dealers supported



100% of dealers rated the support experience a "5"



14-year partnership

The Objective

Watkins needed a channel support partner that could:

- Drive Salesforce certification and adoption across 900+ independent dealers without relying on internal field teams
- Serve as a clear, reliable front door for all dealer inquiries — resolving most issues independently and escalating only when necessary
- Scale to support new product lines and system changes without rebuilding the support function each time
- Surface dealer feedback and adoption insights back to internal teams

The goal was not just to answer questions. It was to build a support infrastructure that could scale with the channel.

The Solution

Watkins partnered with Televerde to serve as a centralized channel support function during and after the Salesforce rollout.

Televerde operates as an extension of the Watkins channel organization, providing high-touch, one-to-one dealer support tied directly to daily workflows. Key capabilities included:

- A dedicated support function that created a clear front door for dealer questions, resolved most inquiries independently, and escalated only when needed
- SLA-driven performance management with real-time visibility into adoption rates, inquiry volume, and resolution quality
- Scalable enablement that expanded beyond Salesforce to include dealer portals, warranty systems, onboarding, and new product lines, including cold plunges, saunas, and swim spas, as the channel evolved
- An insight feedback loop that surfaced dealer trends, questions, and adoption signals back to Watkins' internal teams

Additionally, this model removed dependence on internal field teams for day-to-day dealer support, allowing them to stay focused on growth initiatives and strategic dealer relationships.

The Results

The partnership delivered sustained improvement across the metrics that matter most to channel operations leadership:

- **80% Salesforce certification achieved within the first year**, exceeding the 75% target
- **100% of dealers rated the support experience a "5"** in early satisfaction surveys
- **900+ independent dealers** supported consistently across systems, products, and geographies
- **14-year partnership** — Televerde remains embedded in Watkins' channel operations today

Dealers regularly seek out Televerde support team members by name, reflecting trust built through consistency rather than enforcement. For Watkins Wellness, channel alignment works because it is supported.

Why It Matters

Watkins demonstrated that channel adoption and alignment are not achieved through mandates. They are achieved through support that is consistent, knowledgeable, and always available when a dealer needs it.

The result is a channel that stays engaged, performs to standard, and grows with the business because the infrastructure to support it grows alongside it.