

Sustaining Dealer Trust and Satisfaction for Watkins For More Than a Decade

Dealer satisfaction is a strategic priority and it requires a model built for continuity, not short-term coverage



Dealer satisfaction is extremely important to Watkins. In 14 years with Televerde, we've never received a single complaint. I can't say that for any other partner.

CORI LANDWEHR
Watkins Wellness

The Challenge

Dealer satisfaction is a strategic priority for Watkins Wellness. With more than 900 independent dealers worldwide, consistency of experience directly affects brand reputation, growth, and long-term channel health.

As Watkins expanded its product lines, systems, and global footprint, the risk of fragmented dealer experiences increased. Independent dealers expect responsive, knowledgeable support, and inconsistencies can quickly erode trust.

The impact on dealer satisfaction was measurable and growing:

- High attrition in typical support models meant dealers frequently encountered unfamiliar contacts with no knowledge of their history or context
- Generic, impersonal support failed to reflect the individual business needs of independent dealers — lowering confidence and engagement
- Internal teams lacked the capacity for proactive, high-touch outreach that sustains dealer satisfaction over time
- As the product portfolio expanded, inconsistent enablement created variation in dealer capability and commitment

Watkins recognized that sustaining satisfaction over time required an operating model built for continuity, not short-term coverage.

Key Results



14-year partnership



900+ independent dealers supported



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



Zero complaints across 14 years

The Objective

Watkins Wellness needed a dealer experience model that could:

- Deliver consistent, high-quality support across hundreds of independent businesses
- Preserve relationship continuity rather than cycling dealers through unfamiliar contacts
- Scale globally without diluting satisfaction or responsiveness
- Provide feedback loops that surfaced dealer sentiment and insights back to the business

The objective was not simply to answer questions. Watkins needed a partner to build trust that would hold as the business evolved.

The Solution

Watkins partnered with Televerde to serve as a centralized, high-touch dealer experience layer. Televerde was embedded across systems, products, and regions, and the team was accountable to the same satisfaction standards as the internal team.

The program included:

- Dedicated dealer relationships — consistent support resources who understand each dealer's history, business context, and system usage
- One-to-one, high-touch support — personalized walkthroughs and direct assistance that replace generic training or self-service-only models
- End-to-end coverage — spanning Salesforce, dealer portals, warranty systems, onboarding, and all current product categories
- Continuity and knowledge retention — long-tenured team members build institutional knowledge that carries forward as Watkins introduces new products and processes
- Insight feedback loop — frequent dealer interactions surface trends, questions, and opportunities that inform Watkins' internal teams

Televerde agents operated as a true extension of Watkins and they were measured against the same experience standards and brand expectations. The model creates a single, reliable front door for dealers, reducing friction while reinforcing trust.

The Results

The partnership delivered meaningful, sustained improvements across the metrics that matter most to customer experience leadership:

- **14-year active partnership** — Televerde remains embedded in Watkins' dealer experience operations today
- **100% of dealers rated the support experience a "5"** in early satisfaction surveys — sustained through system rollouts and product expansion
- **Zero complaints** received about the support program across 14 years
- **900+ independent dealers** supported consistently across systems, products, and geographies

The depth of the relationship is reflected in continuity. One longtime Televerde team member transitioned into a full-time role at Watkins, bringing years of dealer and system knowledge with her. Dealers regularly seek out specific team members by name, which is a measure of trust that no satisfaction score fully captures.

Watkins proved that dealer satisfaction is not driven by one-time initiatives. It is sustained through an intentional, people-centered support model — one built for the long term, not the short term.

Why It Matters

By embedding a consistent, relationship-driven support layer within its dealer ecosystem, Watkins ensured dealers never had to question whether knowledgeable help would be there when they needed it most.