

Help Gartner help the IBM Cloud business

*With great customer
recruitment from CSMs*

—
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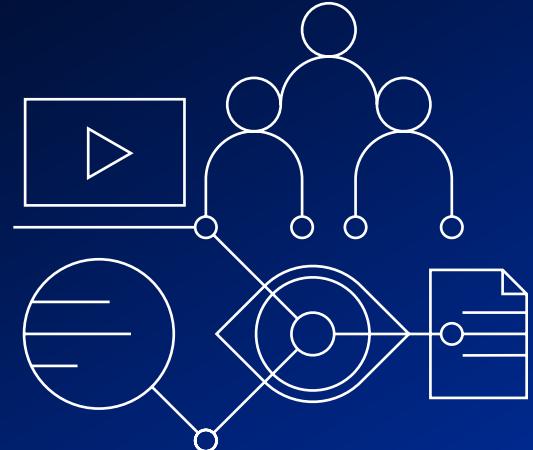
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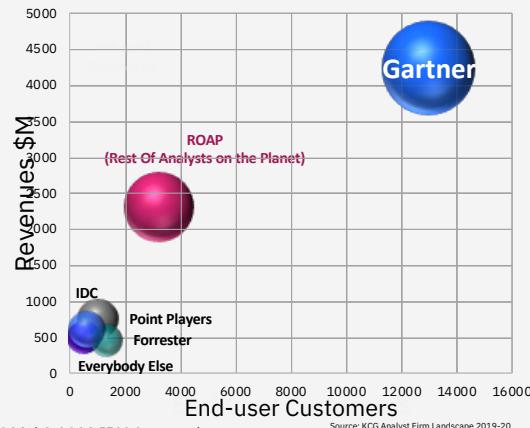


Why Gartner, and why you

Gartner influences our clients and the market

- 80% share of voice
(14,000 end-user clients across 100 countries)
- 87% of its revenue from end-user clients
(400,000+ client interactions per year)

If all the analyst firms merged into one ROAP company, they'd be 1/3rd revenue and 1/4th reach of Gartner



We need your clients to influence Gartner

- Gartner must experience the momentum of IBM Cloud through the voice of our clients
- We need YOU to ask your best customers to:
 - Write reviews of their IBM Cloud experience on Gartner's review site "Gartner Peer Insights" (GPI)
 - Agree to be an IBM Cloud reference to a key Gartner analyst working on the Magic Quadrant (MQ)

What we will cover today

This training covers:

- Introduction to Gartner Peer Insights as a review site
- The type of customer we seek to write a review or provide a reference
- What we need you to do – from approaching your customer to coaching their review, to closing the loop
- How we will reward your work and measure success

You'll walk away knowing:

- Tips and tricks to increase your success rate of client reviews being published
- Concrete action steps and tools to help you succeed

Why Gartner Peer Insights reviews matter to IBM's bottom line

Clients, vendors and analysts rely on GPI to inform their opinion

What is Gartner Peer Insights?

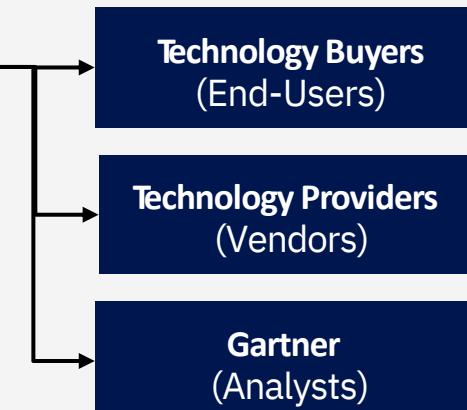
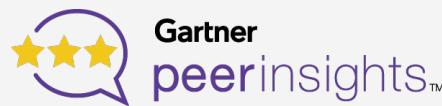
- Platform for ratings and reviews of >6,000 vendors and >17,000 enterprise technology solutions
- Reviews are written and read by IT professionals and tech decision makers
- They help IT leaders make more insightful purchase decisions – and motivate technology vendors to improve products

The Importance of Peer Reviews

- **97%** of IT buyers rely on peer recommendations, ratings and reviews while buying business software
- **85%** of technology decision-makers read up to 10 online reviews before making a purchase
- Peer reviews are **1 of 5** sources main sources tech buyers use when making purchasing decisions

Benefits for IBM

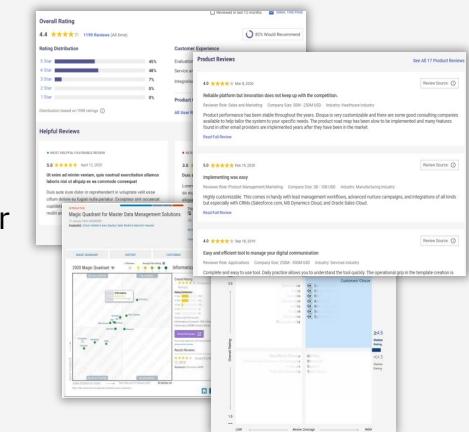
- Analysts now look to **customer reviews as a key factor in every Magic Quadrant**, replacing customer references
- Capture prospects who are looking at peer reviews as they make purchasing decisions
- Nurture clients with access to Gartner research and a place for their voice to be heard



Want confidence that peer reviews are valid and representative

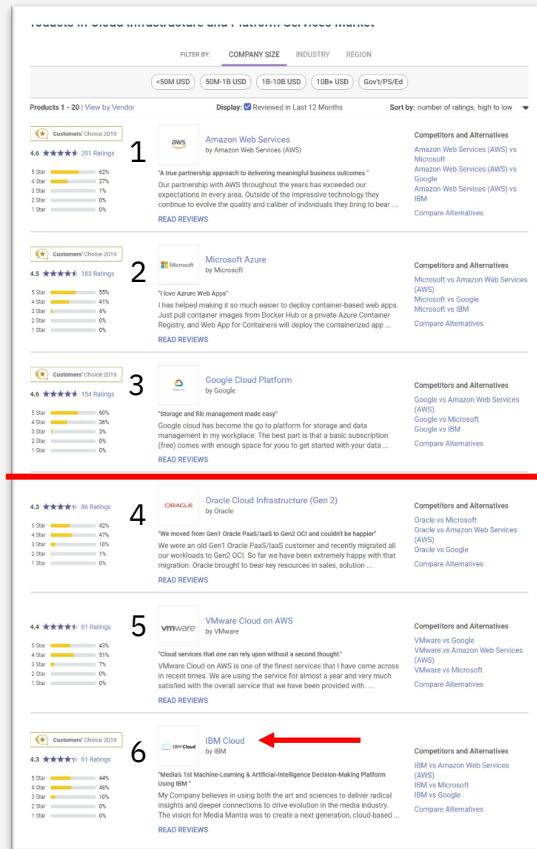
Want availability of lots of honest, rich reviews for prospects to read

Want access to in-depth trustworthy reviews to support their research



Today, IBM Cloud falls behind our competition on GPI

-> We need to increase the Quality and Quantity of reviews



Buyers pick from the top 3 vendors.
Today, IBM Cloud is ranked #6.

Client reviewers of top 3 vendors
are 90%+ willing to recommend.
IBM Cloud is 81%

IBM Cloud top alternatives ranked by recent software buyers				
Vendor	Overlap	User Overall Rating	Would Recommend	
IBM	55% considered	4.4 ★★★★☆	81% Yes	<input type="radio"/>
AWS	55% considered	4.6 ★★★★☆	93% Yes	<input type="radio"/>
Microsoft	40% considered	4.5 ★★★★☆	90% Yes	<input type="radio"/>
Google	37% considered	4.6 ★★★★☆	93% Yes	<input type="radio"/>
Oracle	29% considered	4.3 ★★★★☆	73% Yes	<input type="radio"/>

How we make the top three

Know the basis of ranking

GPI stack-ranks vendors by the combination of quantity of recent reviews and how highly they are rated (# of stars & NPS score)

Beat out Google into 3rd spot:

>160 reviews in rolling 12 months

Gain 4.6 stars or more

Drive >93% willingness to recommend

Make the outcome happen:

- Bring in >25 strong reviews per month
- Select happy customers likely to give strong NPS scores

Today, IBM Cloud differentiators don't stand out

-> We need to recruit customers with good experiences in these areas

Here's how reviewers rate IBM Cloud against the category leaders. Lots of room to do better!

	AWS		IBM		Microsoft		Google		Oracle		IBM % Difference
	Rating	Count	Rating	Count	Rating	Count	Rating	Count	Rating	Count	
Overall Capability Score	4.7	316	4.4	63	4.6	207	4.6	167	4.3	85	-5%
Integration & Deployment	4.7	316	4.3	63	4.5	207	4.5	167	4.2	85	-7%
Security and Compliance	4.7	308	4.2	61	4.6	198	4.6	158	4.4	85	-10%
Developer Services	4.5	307	4.2	61	4.4	197	4.5	157	4.2	84	-6%
Compute	4.7	88	4.7	10	4.5	50	4.7	27	3.0	1	2%

Table: Vendor rating comparison of the capabilities reviewed in the Cloud Infrastructure and Platform Services Category of GPI

This is how we win

Gain higher review completion rates, and higher ratings in red and yellow areas of improvement shown here

What we need to do

- Select customers who are happy overall with IBM Cloud, especially those who have had good experiences in our differentiators:
 - **Integration and deployment**
 - **Developer services**
 - **Compute**
 - **Security and compliance**
- Encourage every client to complete the whole review

How we're going to win on Gartner Peer Insights

Our Expectation

For IBM Cloud we need to:

- Generate >25 new reviews per month
- Gain 4.6 or more average ratings
- Increase our NPS score to 90% by end of April

We need every CSM to contribute

- You'll receive 300 BluePoints for every published review you deliver

How you and your customers participate

- 1. Create a review yourself on GPI** for a tool you use (example: WebEx), so that you see what's involved
- 2. Identify deployed and happy clients** that are at the right stage to engage
- 3. Make the request and set expectations** by setting up 30 minutes to discuss the review process
- 4. Use the GPI reviewer guide (pages 17-23 of this guide) to coach your clients** on creating reviews that Gartner will approve
- 5. Send a meeting follow-up email** with your **custom URL** for them to complete their review
- 6. Find your client's published review and claim it** by noting it in your customer record in Gainsight to claim your BluePoints

Step 1: Create a review for yourself on GPI

Learn what's involved

- Go to www.gartner.com/reviews
- Enter the software you'd like to review (for example, WebEx)
- Use your business email if you want the review to be published; if you want it rejected for test-only purposes, use a Gmail address
- Think about your answers and what you want IBM Cloud customers to say
- See how long it takes you
- GPI will ask you to submit at the half-way point. Don't submit unless you're comfortable doing



Caution

Did you know that Gartner currently rejects **57%** of IBM reviews it receives

The screenshot shows the Gartner Peer Insights homepage with a purple header. Below the header, a banner reads "Choose IT Solutions with Confidence" and "Reviews from your enterprise peers – verified by Gartner". A search bar contains the term "WebEx". Below the search bar, a list of results is displayed:

- Cisco Webex by Cisco in Meeting Solutions
- Cisco Webex Board by Cisco in Meeting Solutions
- Cisco Webex Calling by Cisco in Unified Communications as a Service, Worldwide

A photograph of three people looking at a screen is visible in the background.

Step 2: Identify deployed and happy clients

Look for customers who can speak to key differentiators

A. Screen your customer list for customers who've had good experiences with the following capabilities:

- Integration and deployment
(Easy to deploy, integrate)
- Developer Services
(Build and deploy apps in weeks)
- Security and compliance
(Security built in & always on)
- Compute (Broadest set of options)



Caution

Gartner does not accept reviews from Business Partners

B. Verify they qualify as “Deployed on GA”

- Customers who have deployed or are in design of an IBM Cloud solution within the past 18 months
- Exclude use cases that are:
 - Bare Metal Servers
 - Classic VSIs
 - Gen1 VPC
 - VMware and other GTS (NewCo) Managed Services

C. Go for a range of geographies

- 30% North America
- 30% EMEA
- 30% APAC
- 10 Latin America



Tip

Multiple people at the same client can write reviews!

If your client uses multiple IBM Cloud solutions, ask multiple individuals to write reviews each targeting different deployments

Step 2: Identify deployed and happy clients

Look for customers who can speak to key differentiators

D. Judge their “Happiness level” (positive signs)

- Just after project is completed – and it went well
- Right after renewal or additional services add-on
- After IBM Cloud helped overcome a major event or business challenge
- After IBM Cloud helped migrate the customer’s solution after a major service issue from a competitor
- Customer sees evidence of tangible positive impact
- Increasing revenue and engagement with IBM Cloud
- You have frequent contact with your customer, including business decision makers & influencers and have good sense of their sentiment



If the client isn’t willing to write a review, don’t press the issue. Hold off, see if you can help improve things, and try again later.



Some companies have restrictions against leaving reviews, but Gartner reviews are anonymous and may be allowed.

Step 2: Identify deployed and happy clients

Should your client write a review or be a reference customer?

Reviewer for Peer Insights

- Net promoter score of 8+
- Involved in the decision-making, implementation, or as a user
- Wants to highlight a particular benefit of the implementation
- Wants to share their positive experiences and pragmatic suggestions for improvement

Reference for Gartner analyst

- Has provided a 5* GPI review
- Is a flagship account
- Is a strategic win from another major cloud provider
- Has the IBM solution as a centerpiece of transformation
- Is the individual was involved in the decision-making and/or implementation

If your client meets both sets of criteria, would they be willing to do more than one?

- If yes, then start with Peer Insights (We need more Peer Insights reviews than reference calls)
- And engage the account manager/seller to talk about them being a reference to Gartner



Tip

To avoid any client confusion, be sure to orchestrate with your account managers who may already be talking to them about being a reference.

Step 2: Identify deployed and happy clients

What to do when your client is a perfect client reference

AR is enabling customer reference calls

- BNPP Client reference call already planned
- Looking for additional customer references to speak with Gartner before late-April CIPS MQ deadline
- Continue cadence of reference calls post-CIPS MQ

Ask: Help source client references to speak directly with Gartner

- Top targets: New logos, VPC, early FS-cloud, Satellite beta customers, SAP, Cloud native ROKS, OpenShift.
- IBM AR sets up these calls between the client and the analysts.
- AR runs client prep call.
- Client speaks with key Gartner analysts without IBM.

Client Benefits

- 1x1 dialog with senior Gartner analyst.
- Can choose to be 100% under NDA, or potentially agree to serve as an example in Gartner research.

IBM Benefits

- Higher impact as curated exposure to select clients.
- Gartner experiences client momentum when we offer references - even if they don't wind up reaching out

Target

- **20 curated client references** offered to Gartner by end of April

Next Step

1. Confirm your client is willing to participate in a reference call
2. Email Erich.Gross@ibm.com, AR Manager, with your client's name and AR will go from there!

Step 3: Make the ask and set expectations

Quality reviews depend directly on quality outreach

Despite how busy they are, most customers don't mind being asked to leave a review, because they use them too.

Before you reach out to your client

- Reference the email and phone templates in our playbook for outreach messages
- Ask your client by personalized email for an in-person conversation with them
- Know Gartner's client reward program for reviewers
- Published review authors receive three months' access to [Gartner Peer Insights Plus](#) (access to exclusive Gartner research that is usually high cost, including analyst picks, best practices, case studies, curated news & presentations hosted by Gartner experts)



Caution

The Gartner review process is longer than most. Show them what's involved and suggest they plan for 30 minutes.

Winning messages

- Focusing on helping others and the value of independent user feedback
- Demonstrating how impactful and widely used the reviews are
- Calling out the progress their IBM Cloud project has made and the effort they've put in (get recognized)
- Describing their reward for writing a review

Pitfalls resulting in negative reviews

- Not setting expectations the review will take 30 mins
- Asking via email or other indirect means
- Emailing your entire list in a blast
- Asking customers for a favor
- Requesting help to beat the competition

Use the GPI reviewer guide to coach your clients

Use the next 7 slides to guide your customer through the process of creating a review.



Tip

- Set the expectation that creating a review can take up to 30 minutes.
- Reviewing the questions in advance and thinking about their answers will make the process much easier.
- Gartner allows reviewers to submit incomplete reviews, but some of the most important questions come in the second half – so don't give up.

Tips for creating a review on Gartner Peer Insights and avoiding review rejection

Write a Review

What to know before you begin



VISIBILITY

Your review will be published on Gartner Peer Insights



PRIVACY

Your name and company name will not be displayed. Reviews are attributed to your title, role, company size and industry.



ELIGIBILITY

You can review any solution your company has implemented or upgraded in the past 18 months.



RESTRICTIONS

If you are a technology vendor, you are not eligible to review your competitors', affiliates', or your own solutions.

Get Started

Use this guide to review the questions and think about your answers in advance.

Then, [use the specific link provided by IBM](#) to access the product review form.

Important: review process should be done on desktop, not mobile.



Tip

Before writing a review, visit Gartner Peer Insights to read other people's reviews. What was helpful about them?

Registration

Account creation

Your review is trusted by millions of users!

Sign in to help us ensure review authenticity.
We won't share your details or send unwanted emails.

in Sign in with LinkedIn
By clicking Sign in with LinkedIn, you agree to Gartner Peer Insights store your LinkedIn profile.

Don't have an account?
[Sign up for free](#)

Or

Existing user? [Sign in below](#).

Business Email

Password

Login
[Forgot Username or Password?](#)

Create Your Account (1 of 2)
* All fields required

Your Full Name

First Name *

Last Name *

Email and Password

Company Email *

Free email accounts not accepted

Password *

Use at least 1 Letter 1 Number 8 Characters

Confirm Password *

[Continue](#)

Before writing a review, you must first create an account on Gartner Peer Insights

Use **your real name** and **business email** (neither will be published; this is for verification purposes)

When asked if you are a customer or a partner, always answer **customer**, or your review will be rejected



Tip

Make sure to validate your email or your review will be rejected.

Registration

Second Screen

The screenshot shows the second step of creating an account on Gartner Peer Insights. The top navigation bar includes the Gartner peerinsights logo, Guidelines, Help, and Log In. The main title is "Create Your Account (2 of 2)" with a note "* All fields required".
Select the Industry You Work In:
Industry Type: Construction
Industry Focus: Construction
Your Company Information:
Company Name: OptimumTech
Company Size: Select (dropdown menu open)
About Your Role:
Job Title: Select (dropdown menu open)
This field is required
ReCAPTCHA: I'm not a robot
Submit: A purple button at the bottom left.
By clicking the "Submit" button, you agree to our Engagement, Terms & Conditions.

Gartner Peer Insights will ask how big your company is in terms of revenue.

Choosing the accurate revenue level helps ensure your review will be categorized correctly.

Note: Reviewers from firms under \$50m of annual revenue are not counted as enterprise.



Never list yourself as a vendor, partner or consultant, as your review will be rejected.

Writing a review

Overall experience

Please rate your overall experience with IBM Cloud

Overall Experience

Please rate your overall experience with IBM Cloud

(1=Poor, 2=Below Average, 3=Average, 4=Above Average, 5=Excellent)

Overall Summary

Please rate your experience in each area

(1=Poor, 2=Below Average, 3=Average, 4=Above Average, 5=Excellent)

Overall rating of evaluation and contract negotiation with the vendor *

Overall rating of integration and deployment *

Overall rating of service and support *

Overall rating of product capabilities *

Critical Capabilities For Cloud Infrastructure And Platform Services

Please rate each of the following capabilities, where applicable.

(1=Poor, 2=Below Average, 3=Average, 4=Above Average, 5=Excellent)

Capability	Rating Scale	Action
User Management	★ ★ ★ ★ ★	N/A
Security and Compliance	★ ★ ★ ★ ★	N/A
Developer Services	★ ★ ★ ★ ★	N/A
Enterprise Integration	★ ★ ★ ★ ★	N/A
Resilience	★ ★ ★ ★ ★	N/A
Operations Management	★ ★ ★ ★ ★	N/A
Data Analysis	★ ★ ★ ★ ★	N/A
Architecture Flexibility	★ ★ ★ ★ ★	N/A

Gartner uses a 1-5 scoring system, where 5 is the highest.

Your **overall rating scores** add to the reviews' total strength.

The **“Critical Capabilities”** section is important for analysts' research.

We particularly hope you had a good experience with IBM in these areas:

- Integration and deployment
(Solution was easy to deploy and integrate/migrate)
- Developer services
(IBM's capability to rapidly build and deploy apps)
- Compute
(Broad set of options)
- Security and compliance
(Security was built-in & always on)

Writing a review

Overall experience (cont'd)

**Now comment on your overall experience:
what worked, and what hasn't?**

- Be specific, use examples, explain why or why not, and use at least 100 characters (30 words)
- All written answers must be in English. Gartner only accepts English language reviews
- Questions include: What do you like/dislike most about the product or service? Think about what prospective users would value knowing



Tip

Never use the same wording on multiple reviews (or use someone else's wording), as Gartner runs plagiarism checks and will reject your review.

The screenshot shows a review form for 'cloud'. At the top, there's a header with a profile picture, the word 'OVERALL', and an 'EXPERIENCE' button. Below it, there's a section for 'Please provide comments on your overall experience *'. A text area is provided with a character limit of '100 minimum character'. Below this, there are two more sections: 'What do you like most about the product or service?' and 'What do you dislike most about the product or service?'. Each has its own text area with a placeholder 'Please add a comment.'

Use keywords to help people find your review:

- Infrastructure as a Service (IaaS)
- Platform as a Service (PaaS)
- Cloud Security/IAM
- Cloud Storage
- Compliance/Regulatory
- Relational Database
- Containers
- DevOps Pipelines (CI/CD, "Code Engine")
- Red Hat OpenShift Kubernetes Service (ROKS) / IKS/Satellite
- Functions and Serverless
- Virtual Private Cloud



Tip

All Gartner reviews are anonymized. If you mention your company name in the review text, it will be redacted.

Carry on through to the second half

Gartner allows you to submit and stop half-way, but the most valuable questions are at the end!

Think about a **headline** that describes your experience and will make people want to read your review



Tip

When asked "were you offered an incentive for writing this review?" - if you were offered a gift card, select 'yes' and choose the 'vendor or Gartner gift card' option. If you were not offered an incentive, say 'no'.

And last, the most read parts of any review:

If you could start over, what would you do differently?

What one piece of advice would you give other prospective customers?



Tip

Try to be consistent between your answers. Inconsistencies can lead to review rejection.

The screenshot shows the Gartner review submission interface. At the top, it says 'are reviewing: Cloud'. There are two tabs: '1 OVERALL EXPERIENCE' and '2 ADDITIONAL CONTEXT'. The 'OVERALL EXPERIENCE' tab is selected. Below it, there's a section to 'Create a headline summary of your review.' A large text input field follows. Under 'ADDITIONAL CONTEXT', there's a question 'Were you offered an incentive (monetary or otherwise) for writing this review?' with a dropdown menu showing '- Select a value -'. Below this, there's a section for 'If you could start over, what would your organization do differently?' with a text input field. At the bottom, there's another section for 'What one piece of advice would you give other prospective customers?' with a text input field.

Review completion

We would love to read your review when it's published!

Send us a heads-up when you've submitted it and let us know what you titled it. We'll help keep an eye out.

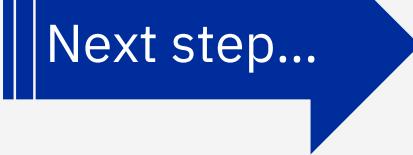
Note: The review screening process can take between two and 10 working days

If your review doesn't get published... it's probably due to one of these reasons.

- Copying someone else's words or re-using the same wording on multiple reviews across different sites
- Using a personal email instead of a business email
- Not verifying the business email during account setup
- Identifying as a partner vs. customer
- Inconsistent answers
- Incomplete or vague answers
- Not writing in English (only English language reviews are accepted)

The screenshot shows a confirmation message for a review submission. At the top right is a green circular icon with a white checkmark. Below it, the text "Thank you for writing a review" is displayed, followed by "Your contributions help your peers make critical purchasing decisions". A "What happens now?" link is present. On the left, there is an icon of a person sitting at a desk and the text "Your submission is moving through our standard verification process". On the right, there is an envelope icon and the text "Within three days, you'll receive an email with your review status". At the bottom, a "Thanks again for being active on Gartner Peer Insights" message is shown, along with two purple rectangular buttons: "Refer a Friend" and "Write Another Review".

You are now through
steps 1 to 4...
...two more to go...



Next step...

How you and your customers participate

- 1. Create a review yourself on GPI** for a tool you use (example: WebEx), so that you see what's involved
- 2. Identify deployed and happy clients** that are at the right stage to engage
- 3. Make the ask and set expectations** by setting up a 30 minutes to discuss the review process
- 4. Use the GPI reviewer guide to coach your clients** on creating reviews that Gartner will approve
- 5. Send a meeting follow-up email** with your **custom URL** for them to complete their review
- 6. Find your client's published review and claim it** by noting it in your customer record in Gainsight to claim your BluePoints

Step 5: Send a meeting follow-up email

Includes the custom link and key points to your customer

Links

- You must use your specific **custom link** for the GPI review request to claim your customers' reviews and get BluePoints rewards
- Each CSM gets a specific custom link

Note: We are building the custom links and you will receive them shortly

Follow up points AFTER you have talked to the client

- Adapt the email **templates** to reflect your customer's situation and be sure to include:
 - Value props for applicable key differentiators
 - Keywords they may want to use in their headline to help other people find their review and to help focus their answers
 - Reminder to let you know when they've submitted their review
 - **And a big thank you**

Keywords

- Infrastructure as a Service (IaaS)
- Platform as a Service (PaaS)
- Cloud Security/IAM
- Cloud Storage
- Compliance/Regulatory
- Relational Database
- Containers
- DevOps Pipelines (CI/CD, “Code Engine”)
- Red Hat OpenShift Kubernetes Service (ROKS) /IKS/Satellite
- Functions and Serverless
- Virtual Private Cloud
- Advanced Networking
- Logging and Monitoring
- Watson AI

Step 6: Find your client's published review and claim it

Your custom link will tell us when one of your reviews has been published, but due to Gartner anonymity rules, it will not tell us *which* review is yours. Therefore:

1. Watch for a notice from the peer reviews team that you have a published review
2. Go to [IBM in Cloud Infrastructure and Platform Services](#) on Gartner Peer Insights, select the Reviews tab and Sort By: Most recent
3. Scan the headlines until you see a match to what your customer wrote
4. You can also look at the reviewer's job title and industry to confirm the match
5. Note the review link and headline in Gainsight to claim your 300 BluePoints

All Categories > Cloud Infrastructure and Platform Services > IBM > IBM Cloud

IBM Cloud Reviews

by IBM in Cloud Infrastructure and Platform Services

4.4 ★★★★☆ 62 Reviews

OVERVIEW REVIEWS RATINGS ALTERNATIVES

62 Verified Reviews ⓘ Last 12 Months

Sort By: Most recent ▾ EMAIL PAGE

DISPLAYED REVIEWS

Reviewed in Last 12 Months

Overall Rating

★★★★★ (28)

★★★★☆ (28)

★★★☆☆ (6)

★★☆☆☆ (0)

★☆☆☆☆ (0)

IBM Cloud

★★★★☆ Dec 2, 2020

Reviewer Role Program and Portfolio Management

Company Size 10B - 30B USD

Review Source ⓘ

IBM Cloud pros and cons

Early Talent Acquisition Coordinator in the Manufacturing Industry

They have a solid performance and provide access to lots of data centers and they support a big amount of network usage.

READ FULL REVIEW

Using Gainsight to log reviews

1. Open a **Call-to-Action (CTA)**.
2. Name CTA: **Gartner Peer Insights Review**. Specify the following:
 - Type: **Activity**
 - Reason: **Customer Feedback**
 - Status: **Work In Progress**
3. Create **Timeline Entries** documenting your progress.
Ideas for progress updates include:
 - *Engaging with customer, making the ask.*
 - *Engaged with customer, coaching underway.*
 - *Provided custom URL for customer to complete review.*
 - *Review completed and screening underway.*
 - *Review published, qualifies for BluePoints.*
4. Once you have a published review, change status in timeline to “**Closed Successful**”.

The screenshot illustrates the Gainsight platform's interface for managing customer interactions. At the top, a modal window titled "Add CTA" is open, showing the following fields:

- Name *: "Gartner Peer Insights Review" (highlighted with a red box and arrow 1)
- Company *: (empty)
- Relationship: (empty)
- Owner *: "Jessica Woerner" (with an "Assign to me" link)
- Due Date *: "3/9/2021" (with a calendar icon)
- Type *: "Select an Option" (highlighted with a red box and arrow 2)

Below the modal, the main dashboard shows a list of CTAs. One CTA is highlighted with a red box and arrow 3:

Reason	Customer Feedback
Work In Progress	New Work In Progress Closed Successful Closed No Action Needed Closed Outcome Not Achieved

On the right side of the dashboard, a detailed view of the "Gartner Peer Insights Review" CTA is shown, including its timeline, company information, and call-to-action details. A red box and arrow 4 points to the "Status" dropdown menu, which lists the following options:

- New
- Work In Progress
- Closed Successful**
- Closed No Action Needed
- Closed Outcome Not Achieved

Six easy steps for you to generate a positive Gartner Peer Insights review from your client

How you and your customers participate

- 1. Create a review yourself on GPI** for a tool you use (example: WebEx), so that you see what's involved
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- 4. Use the GPI reviewer guide to coach your clients** on creating reviews that Gartner will approve
- 5. Send a meeting follow-up email** with your **custom URL** for them to complete their review
- 6. Find your client's published review and claim it** by noting it in your customer record in Gainsight to claim your BluePoints

Keep recruiting good reviews to boost our GPI standing

We have monthly targets and plenty of BluePoints

Our objective

Make the top three vendors on GPI for Cloud Infrastructure and Platform Services

Our goal

To gain 25 new, positive reviews per month and a 90% overall “willingness to recommend” within two months

Your role is critical.

Find the Reviewer Kit and these slides, outreach templates and other resources on the CSM [Community page for Public Cloud](#)

You'll receive your *custom URL* soon

For questions, comments and/or to share experiences during this effort, reach out on Slack at [#gartner-peer-review-ama](#)

Quick Recap

This training covers:

- Introduction to Gartner Peer Insights as a review site
- The type of customer we seek to write a review or provide a reference
- What we need you to do – from approaching your customer to coaching their review, to closing the loop
- How we will reward your work and measure success

You'll walk away knowing:

- Tips and tricks to increase your success rate of client reviews being published
- Concrete action steps and tools to help you succeed



Gartner
peerinsights™

