


# Thank you for your support



In September 2022, Hypertherm Associates conducted a Partner Satisfaction Survey. The key objective of the research was to understand and measure the relationship that partners have with Hypertherm Associates so we can improve and optimize the partner experience in the future.



**541** partners took part in the survey across the globe.

Thank you to all partners that took part in the research study. We encourage all partners to participate in any further research studies we conduct. Your voice makes a difference!

## The overall picture


On a 10-point scale, Partners' overall satisfaction with Hypertherm Associates improved from 8.1 in 2020 to 8.2 in 2022.



This is an excellent score, but we are always looking to improve and keep our partners' needs and goals at the center of our business. Thanks to your feedback, we have identified specific areas for improvement.


**You Said:**

There have been ongoing challenges with supply, specifically with delivery and lead times.




**Hypertherm Associates Action:**

Although we have made significant progress working with our suppliers and alternate vendors to secure steady volumes, we continue to work diligently to overcome these challenges; we are also focusing on improving how we communicate when delays or delivery issues are likely to occur. Current lead times information is now included on our [Xnet](#) home page.



**You Said:**

You would like to see more focus on partnership and better communication.




**Hypertherm Associates Action:**

We updated and re-launched our Partner Program in January 2023. We have consolidated dedicated programs, sales enablement tools, marketing support and training. As part of the Partner Program, we have also improved our mutual business planning process. The new business planning structure helps create joint action plans to ensure business success and strengthen our partnership. Please visit [Hypertherm Associates Partner Program](#) for more details.




**You Said:**

Marketing and sales tools are extremely valuable to you. You also would like to see more leads and opportunities shared with you.



**Hypertherm Associates Action:**

In 2023, we are increasing our focus on demand generation and are investing in website optimization, digital advertising, trade shows and various marketing campaigns. Opportunities generated from these activities are shared with our Partners. To facilitate this process and make opportunity sharing more efficient we have recently launched opportunity sharing functionality on our Xnet Partner Portal. To learn more about this functionality please visit [Xnet - Opportunity Sharing](#) or contact your Hypertherm Associates sales manager.



## You also said that our people are our biggest strength.



You have excellent relationships with our sales representatives and value our knowledge, understanding of your business, and responsiveness to queries. We appreciate this positive feedback, and we will continue to build and support a world-class team to partner with you.

We will continue to listen to and act upon your feedback, with a view to providing you with a best-in-class partner experience. We look forward to continuing our conversations on how we can support you.