

CUSTOMER CASE STUDY

From Bottleneck to Bought-In

How Thryv replaced subjective, manual partner certification with AI role play, and got partners selling with confidence, faster.

ABOUT THE COMPANY

Thryv is an AI-powered growth platform that helps local service businesses get found online, win more customers, and grow faster, with software and done-for-you marketing services.

thryv

THE CHALLENGE

Thryv needed partners who could confidently sell its value, not just operate the software, but its manual certification process was creating bottlenecks.

Before Bongo, partner certification ran entirely through live, one-on-one calls. Partners would build an automation inside Thryv's software, then schedule up to an hour with the certification lead. Partners had the option to walk through it live or submit a recording for review.

The certification verified whether partners knew how to use the product, not how well they could sell it. That gap meant partners often reached the final step and stalled, delaying their access to Thryv's partner community, dedicated support, and revenue-sharing discounts.

PAIN POINTS

No Fixed Rubric

Certification relied on personal judgment rather than consistent criteria, because the software's open-ended nature made a single grading standard hard to apply.

Manual, Time-Intensive Grading

Every partner required a live call or a recorded review, then written feedback, consuming significant time per partner with no way to scale.

Certification Bottleneck

Partners might stall at the final, open-ended project, delaying their access to the partner community, dedicated support, and discounts.

Slow Feedback Loop

Partners could wait up to a week to hear whether they'd passed.

No Way to Measure Sales Fluency

Certification proved product knowledge, not selling ability, leaving Thryv's sales team uncertain whether newly certified partners were ready to pitch.

THE SOLUTION

Thryv rebuilt its final certification step around Bongo's AI role play, shifting the entire assessment from product knowledge to sales fluency: can a partner identify a good prospect, ask the right questions, and pitch value instead of features.

1

A live sales conversation

Partners now close out training by having a live sales conversation with Bongo's AI role-play persona, a small business owner named Alex. If a partner drifts off track, the bot gently redirects them without giving away what it's scoring.

2

An instant, rubric-based score

Bongo then delivers an instant score against a rubric Thryv's certification lead built directly with Bongo's team.

3

Unlimited retries, automatic reporting

Partners can redo the conversation immediately and as many times as needed. The recording and score are automatically packaged and sent to the partner's regional manager.

> **We wanted partners to know how to identify a good prospect, ask the right questions, and position our true value, not just features. With Bongo, the subjectivity is gone. Here's what we expect a quality sales call to sound like, and here's how you're measured against it.**



Erin Knese
Director of Partner Enablement, Thryv

THE RESULT

Certification went from a subjective, manual process to a fast, consistent, self-serve step.

Partners get scored in seconds, know exactly what to improve, and can try again immediately instead of waiting on a callback. **The impact:** partners who reach the sales team are more confident, more prepared, and with proof they can pitch.

30+ min

saved per partner, minimum

~90%

of the certification bottleneck cleared

<30 sec

for partners to receive their score and detailed feedback, down from up to a week

100%

of surveyed partners felt ready to sell after certifying

> **Some partners had technical skills but not the confidence to have a sales conversation. Bongo addresses that confidence directly. I'm already hearing it from our regional partner managers. The partners I hand off sound more prepared and ready to get on the phone.**
>
> **Erin Knese**, Director of Partner Enablement, Thryv

Learn how to turn your partner program into a revenue strategy with Bongo.

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