

Program Operations

The THiNK Reseller Program operates through standardized processes that ensure effective communication, consistent service delivery, partner accountability, and continuous improvement. These operational guidelines enable certified resellers to deliver high-quality AI solutions while maintaining strong collaboration with clients and the THiNK team.

Communication Guidelines

Clear and timely communication is essential throughout every project. Partners are expected to maintain professional interactions with clients, mentors, and the THiNK Partnerships Team by providing regular project updates, responding promptly to requests, documenting key decisions, and participating in scheduled meetings. Official communication channels include email for formal correspondence, Google Meet for meetings and demonstrations, GitLab for technical collaboration and issue tracking, and WhatsApp for operational coordination where appropriate.

Quality Standards

All reseller projects must comply with THiNK's technical, security, and responsible AI standards. Solutions should follow approved coding practices, include adequate documentation, undergo testing before deployment, and demonstrate compliance with AI safety, data privacy, and performance requirements. Every implementation must successfully complete the Quality Assurance (QA) review before being deployed to a production environment.

Performance Expectations

Certified resellers are expected to demonstrate professionalism, technical competence, and reliability throughout the project lifecycle. Partners should consistently deliver projects on schedule, communicate proactively with stakeholders, adhere to THiNK implementation standards, protect client confidentiality, and actively participate in continuous learning and community activities. High-performing partners may receive priority consideration for advanced projects and leadership opportunities within the reseller network.

Partner Key Performance Indicators (KPIs)

Partner performance is monitored using measurable indicators that promote accountability and continuous improvement. Key performance indicators include:

- Number of projects successfully completed.
- On-time project delivery rate.
- Client satisfaction scores.
- Quality Assurance pass rate.
- Response and communication timeliness.
- Compliance with documentation standards.
- Participation in training and community activities.

These metrics are reviewed periodically to inform partner development, project allocation, and performance recognition.

Incentive Structure

The THiNK Reseller Program rewards partners who consistently deliver high-quality work and maintain excellent client relationships. Incentives may include project implementation fees, performance-based bonuses, recognition awards, access to larger implementation opportunities, advanced technical training, and participation in exclusive partner events. Incentives are awarded based on successful project completion, quality of delivery, adherence to timelines, and overall client satisfaction.

Quarterly Program Calendar

The program operates on quarterly cohorts that combine recruitment, training, certification, project delivery, and performance reviews. Each quarter includes partner onboarding, technical training, client project assignments, implementation support, incentive processing, and program evaluation. This structured calendar enables continuous partner development while ensuring a consistent pipeline of certified resellers and successful client implementations throughout the year.

Support & Escalation

THiNK provides comprehensive support to partners throughout the implementation lifecycle. Technical support is available through assigned mentors and engineering teams, while operational issues are managed by the Partnerships Team. When challenges cannot be resolved at the project level, issues should be escalated through the established support channels to ensure timely resolution. Partners are encouraged to report technical risks, client concerns, or project blockers as early as possible to minimize delays and maintain successful project delivery. Continuous collaboration between partners and THiNK support teams helps ensure high-quality outcomes for every client engagement.

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