

# Join Help Scout's partner program

Join Help Scout's partner ecosystem to expand your portfolio with a SaaS platform that's easy to sell, works across industries, and in high demand within a \$15B global market.

## Company overview

Help Scout is a shared inbox solution for small and mid-sized teams to manage omnichannel communications. The platform brings messages from email, social media, live chat, and more into one system — improving collaboration and modern service delivery.

- **Key platform capabilities:** Shared inbox, knowledge base management, self-service tools, AI chat bot, automation & productivity features, reporting & analytics, and 100+ integrations.
- **Fast setup, easy to use:** Customers get running in a day — no consultants or complicated implementation needed. Simple and intuitive design means faster adoption and fewer barriers.
- **Secure & compliant:** HIPAA, GDPR and SOC2 compliant — meeting strict standards for public sector agencies and security-conscious organizations.
- **Strong retention:** 80% of mid-sized customers stay 4+ years — showing long-term adoption and recurring revenue.
- **High satisfaction:** Help Scout's NPS is 31 — 7x higher than its competitors, proving we deliver top-rated support.
- **Trusted across industries:** Used by 12,000+ organizations worldwide, from startups to national health networks and universities, including YETI, Wealthsimple, Memo Bank, The George Washington University, CityMD, Arizona Care Network.

## Program Benefits

### Business Opportunity

- **Quick to profit:** Close deals in weeks, not quarters. Help Scout's 2–3 week sales cycle delivers faster wins compared to complex enterprise solutions.
- **Large, growing market:** Customer service software is a \$15B global market, growing 21% annually through 2032, with rising demand to modernize systems and digital services.
- **Expanded value:** Add a modern support solution to your portfolio that complements your existing cloud and productivity offerings, while addressing AI adoption and service delivery priorities.
- **Service revenue opportunities:** Layer in onboarding, integrations, training and other services for additional billable revenue.

### Program offerings

- **Sales resources & support:** Everything you need to move deals forward. Includes sales decks and briefs, objection handling, and competitive insights.
- **Enablement & training:** Partner portal, enablement sessions, and on-demand training. Includes demo environments, playbooks, step-by-step sales guides, and resources on AI, automation, and digital service modernization.
- **Services support:** Dedicated partner management, account planning, deal registration, and ongoing guidance from first pitch to closed deal.
- **Marketing & GTM resources:** Everything you need to pitch, promote, and position Help Scout. Includes messaging, email templates, case studies, branding guidelines, industry collateral, and opportunities for joint marketing initiatives.

## This program is for you, if you...

- Operate as an IT solutions provider, MSP, or cloud services/consulting firm
- Focus on SLEd, SMB, or mid-market clients, with departments typically under 500 employees
- Have strong connections with decision-makers — business owners, IT leaders, and CX/service leaders
- Resell customer support software, CRMs, contact center solutions, or productivity platforms like Google Workspace or Microsoft 365

“Like every CRO, my mandate is growth at scale. Partnerships are central to Help Scout’s revenue strategy — recognized by our leadership and board as one of the most important levers for driving exponential growth.”



**Andrea Kayal**  
Chief Revenue Officer



“Help Scout has been a great addition to our offerings — easy for our clients to adopt and fully supported by a responsive partnerships team.”



**Triad Technology Partners**

[Join the program](#)

**Questions?**

Email [partnerships@helpscout.com](mailto:partnerships@helpscout.com)