

Reseller Program Guide

Join our Reseller Partner Program

Become a Reseller Partner and unlock the exclusive benefits of being a VIP (Very Important Partner) in our network! Our reseller program is designed for small to mid-sized companies who've got a knack for selling software. If you're motivated, experienced, and have built a strong customer base, let's work together to ensure every business can deliver top-notch customer support!

Why sell Help Scout?

With a focus on simplicity, scalability, and customer-centricity, Help Scout stands out as the go-to customer communication platform for growing businesses. Here's why you should jump on board now:

Power your business

The Help Scout Reseller Partner Program empowers you to market and sell Help Scout products to your customers. As an authorized Reseller Partner, you are eligible to receive benefits to support your sales and marketing efforts.

Tailored for growing businesses

Unlike generic email providers or complex enterprise solutions, Help Scout is specifically designed for growing businesses. It's quick to set up, easy to use, and offers powerful features to streamline customer interactions. Plus, it's so simple to get up and running that your customer can send their first reply in just 15 minutes, and become power user in a day.

Setting the standard for customer-centricity

With our Net Promoter Score of 31, surpassing our competitors' score of 2, we showcase our commitment to excellence. In today's competitive landscape, retaining customers is paramount. Your customers will be able to build long-term relationships with improved response times, personalized interactions, and exceptional customer experiences.

Reliable and here to stay

We've been in business for 12 years and counting. We have 99.9% uptime, and we are GDPR and SOC2 compliant.

Ongoing support and resources

With Help Scout, your customer is not just getting a platform, they're gaining another partner in their journey towards customer excellence. You and your customers will benefit from top-notch support, extensive resources, and expert guidance every step of the way.

Trusted by thousands

Over 12,000 delighted customers rely on us for their customer communication needs.

Program Benefits

Product discounts

As a reseller, you are eligible to get exclusive access to product discounts—ensuring not only profitability but also a competitive edge in the market.

Enhanced partnership support

You'll get Access to Help Scout's Partner Portal and direct support from our Partner Management Team.

Empowerment through education & learning

Get up to speed fast with our quick onboarding plan—complete with a guide, sales overview, sales training video, and more.

Strengthened sales enablement

You'll get assistance with one Help Scout-provided qualified resell opportunity during onboarding, and pre-sales support as needed.

Reliable technical assistance

Explore our Help Scout platform firsthand with demo environment access and test and learn with our range of Help Scout products.

Amplified brand visibility & marketing support

Enhance your brand's reputation with Help Scout's credibility—use our marks, logos, customer stories, social media templates, and engage in collaborative co-branded marketing activities and campaigns.

Take the next step in your journey as a Reseller Partner with Help Scout.

Join our program and elevate your earning potential while providing top-notch customer support solutions to your audience.