

Smappee Partner Program

conditions & evaluation criteria

To determine partner levels and foster mutual growth, Smappee assesses each partner based on 10 key conditions. These cover core areas such as performance, customer experience, training, marketing, and collaboration. Based on their score, partners are assigned one of three levels: **Standard**, **Preferred**, or **Premium**. By meeting or exceeding these benchmarks, partners unlock exclusive benefits, increased visibility, and stronger positioning within the Smappee ecosystem.

1. Annual Smappee installations

The annual number of active Smappee installations completed by the partner—as tracked in the Smappee Dashboard.

2. Number of charger brands

The total number of EV charging station brands actively offered by the partner—as reported by the partner.

3. Percentage of Smappee Certified installers

The ratio of installers who gained a Smappee Certified certificate to the total number of installers within the company.

4. Average completed Academy courses

The average number of online courses completed at the Smappee Academy per employee within the company.

5. Smappee online promotion

The partner's online promotion of Smappee, demonstrated through a dedicated product page, homepage logo placement, use of up-to-date product images, and subscription to the Smappee marketing newsletter.

6. Average lead reaction & closure time

The average time to make first contact with a lead, expected within a maximum of 2 to 4 working days, and the average time to close a lead, whether won or lost—as indicated in the Partner Portal by the partner.

7. Lead conversion rate

The ratio of leads indicated as “won” to the total number of assigned leads—as indicated in the Partner Portal by the partner.

8. Average installer rating

The average customer rating given to the partner’s installation via the Smappee App. A minimum rating of 4 out of 5 is expected.

9. Customer service training indicator

The proportion of customer service tickets tagged as “training required” by our support team, divided by the total number of support tickets.

10. Sales representative feedback

Qualitative input from the assigned Smappee sales representative based on their experience and duration of collaboration with the partner, rated as positive, neutral, or negative.

Ready to become an official Smappee Partner?

[Register today](#) to unlock your benefits and take your partnership to the next level.

Have questions? Don’t hesitate to reach out to your Smappee sales representative or contact us via info@smappee.com. We’re here to support you!