

...and what YOU can do about it

DID YOU KNOW CUSTOMER SUCCESS CAN...



IMPACT

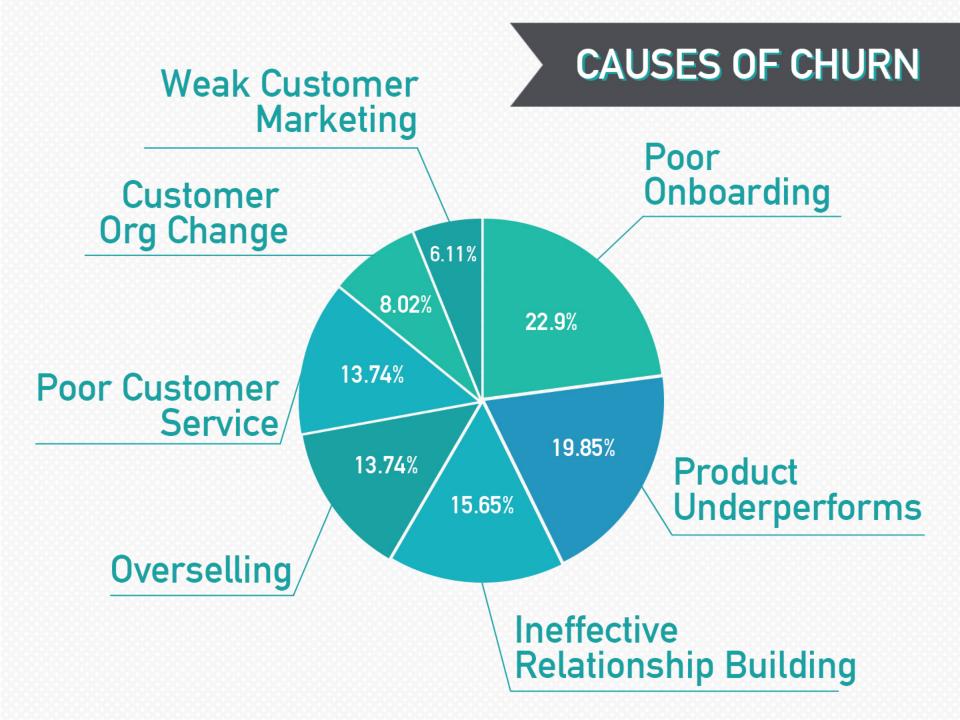
53% OF THE CAUSES OF CHURN



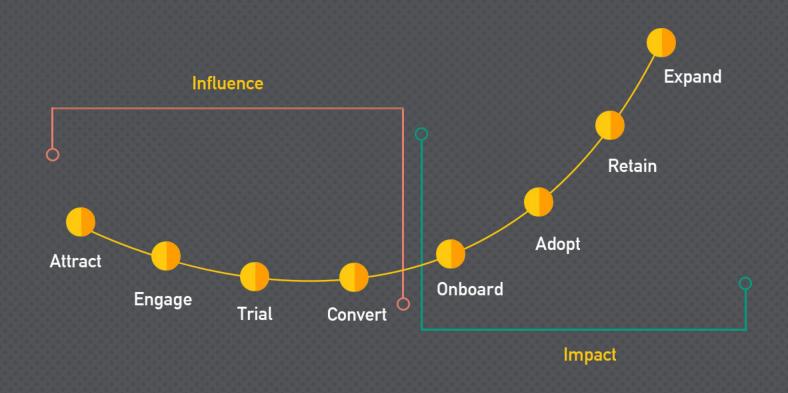
INFLUENCE

other 47%

?7?



That's because customer success is a huge part of the customer lifecycle





But the seeds of churn can be planted anywhere...

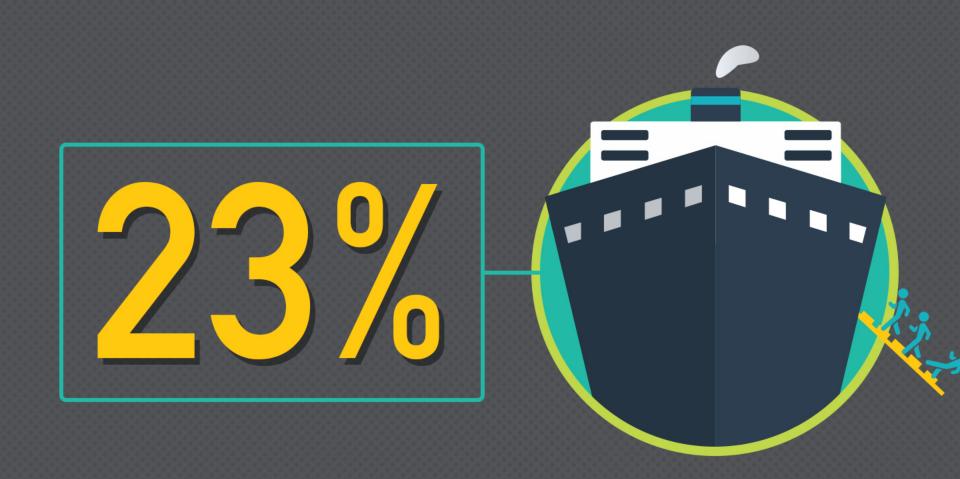




Customer success can weed out

of common churn causes

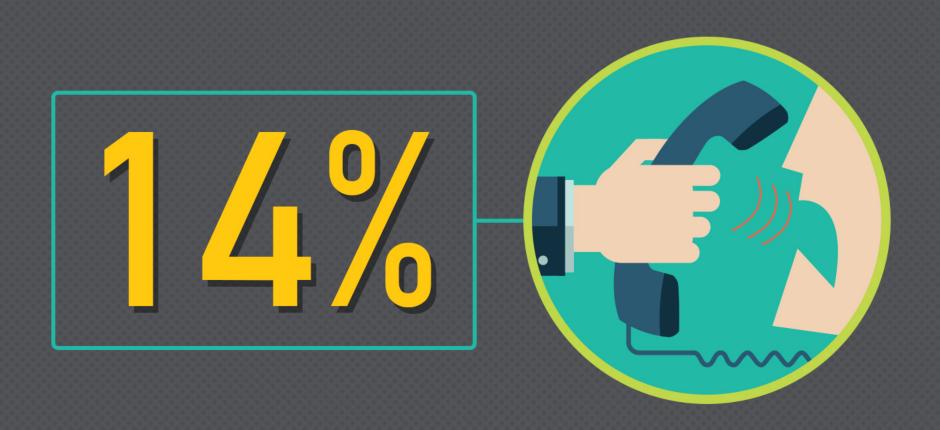
Like poor onboarding...



Weak relationship building



And bad customer service





How can you tackle these tricky issues?

6 Tips for Flawless Onboarding

Simplify tasks
with walk-through

guides

Create engaging how-to videos and other content

Name your onboarding process & make it mandatory

16

Wrap software lessons within industry best practices



Monitor user health based on behavior



Test onboarding approaches and measure impact



- Conduct Quarterly Business Reviews
- Survey customers
- Be proactive: monitor health and call them when health scores drop
- Build relationships: Key Contacts, Power Users, Executive Sponsors.



TOP 4 CUSTOMER SERVICE HACKS



Put self-service first: for every 1 support request, 4 are seeking self-service



Be good to yourself before your customers: happy employees treat customers better



Be data-driven: track benchmark response times and satisfaction ratings



Offer the perfect solution: monitor app usage to see exactly where and how a customer hit a snag.

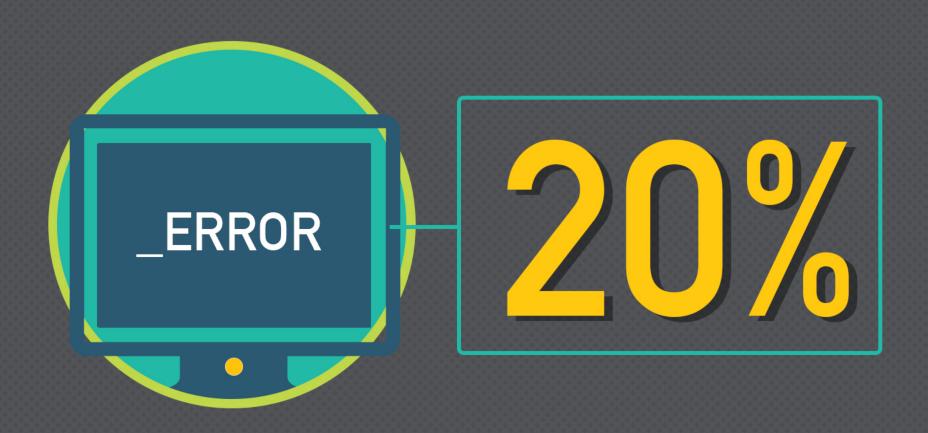
Customer success uses its muscle to tackle the remaining



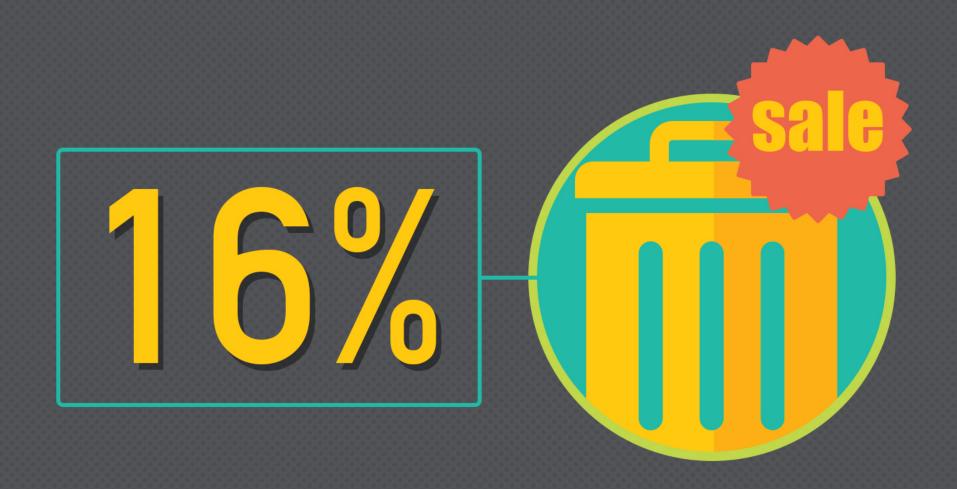


causes of churn

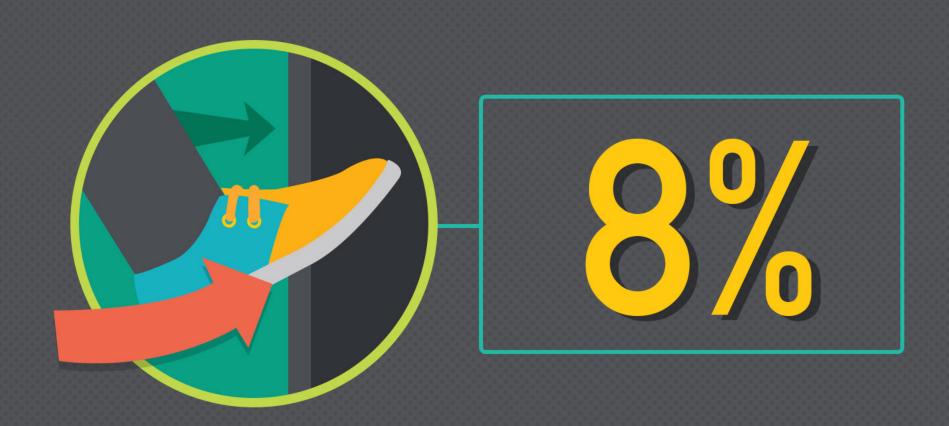
Like products underperforming



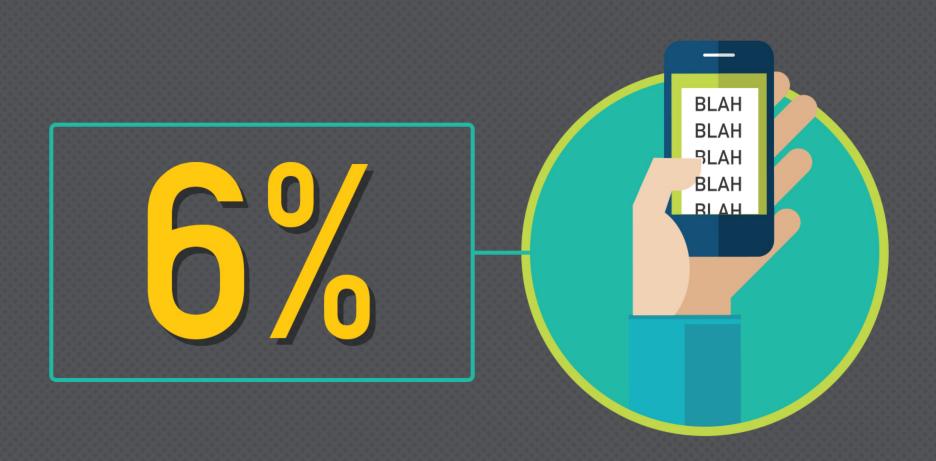
Overselling...



Customer organizational change



And weak customer marketing





How can you patch up those problems?



- 1 Track customer feature requests
- Compile usage of key features to highlight "hidden features"
- Compare usage of successful companies with those who churn



NOT TO "ALWAYS BE OVERSELLING"

- Get precise agreement between sales, marketing and customer success on what a "good" customer looks like
- Ask sales to document and share their qualification sheets
- Customer success should participate in the sales boot-camp so that they understand sales methodology

Addressing Customer Org Change

Build strategic customer relationships



Key Contacts
(Decision Makers)

Power Users

Executives

WAYS TO GET CUSTOMER MARKETING ON YOUR SIDE

- Ask for a regular cadence of customer outreach
- Identify and cultivate product advocates
- Team up with marketing to develop your company's "voice of the industry"
- Don't just send product tips and news add value with thought leadership content

Avoiding churn comes down to







MAKING YOUR CUSTOMERS FEEL LIKE A MILLION BUCKS