



Actionable Scoring for Customer Value



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Introductions

- **About me**
- **A few questions for you?**

Why Health Scores Don't Tell the Complete Story

► Usage Data

- Application-specific functional metrics
- Session Time
- No. of Logins
- No. Clicks
- Unique Users

► Support

- No. Tickets Opened / Closed / Pending
- Amount of Time Ticket has been Opened / Response Time
- Severity of Ticket

► Engagement

- No. Emails Sent during last X days
- No. QBRs and/or EBRs during last X days
- No. Calls during last X days;

► Sentiment

- CSM gut-feel for Customer health

Incomplete Assumptions

Dogs like sticks, Marvin has a stick, therefore Marvin is a dog!

#pulse

True

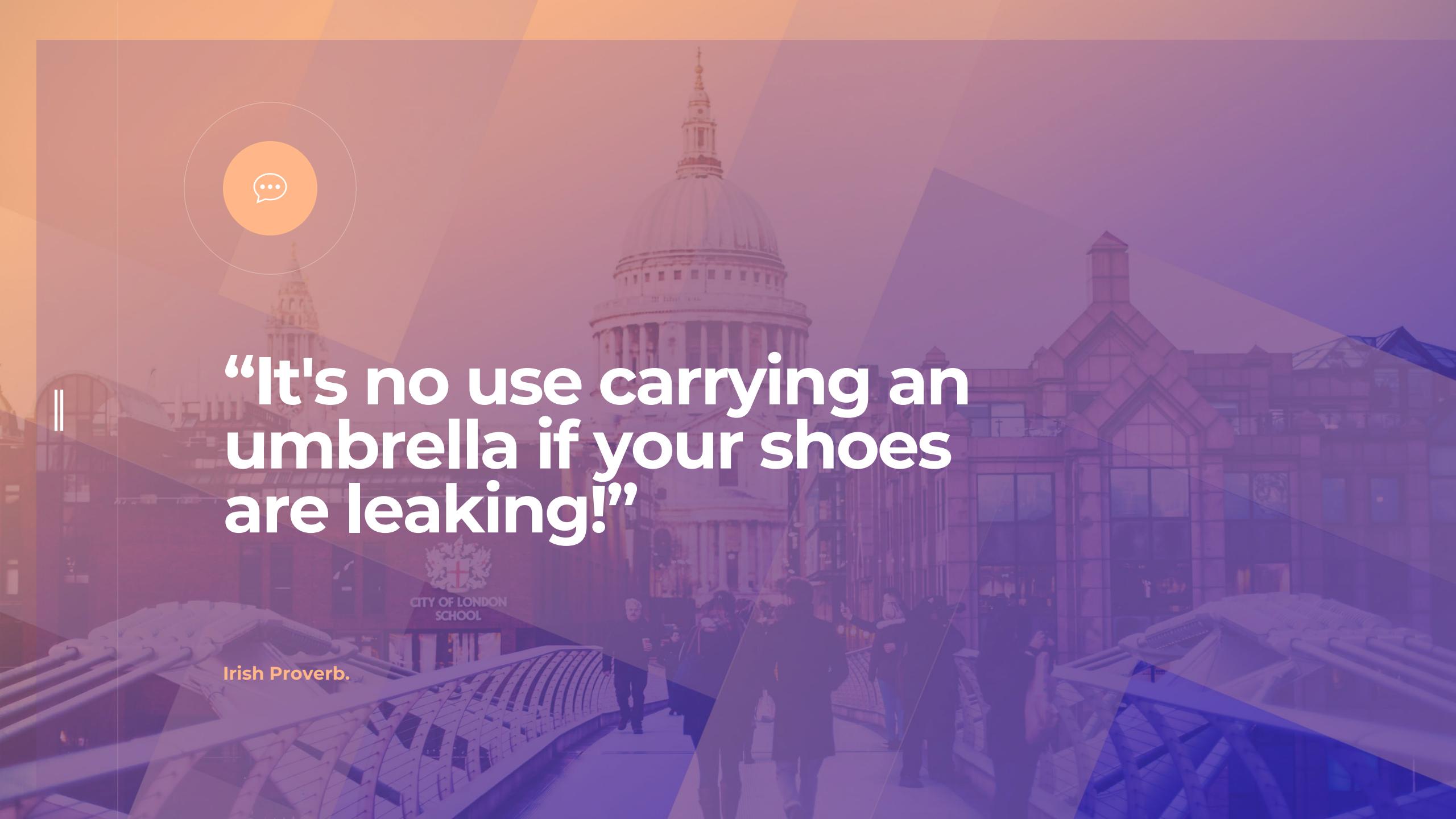
False

Incomplete

“I Love you – I’m Just not In Love with you”

Great usage, support & engagement scores mean nothing if the client doesn't perceive value

“It's not ~~you~~ it's ~~you~~”



“It's no use carrying an umbrella if your shoes are leaking!”



Irish Proverb.

There is Another Way

McCracken's Framework for Customer Success
(AKA the Wigmore Way)

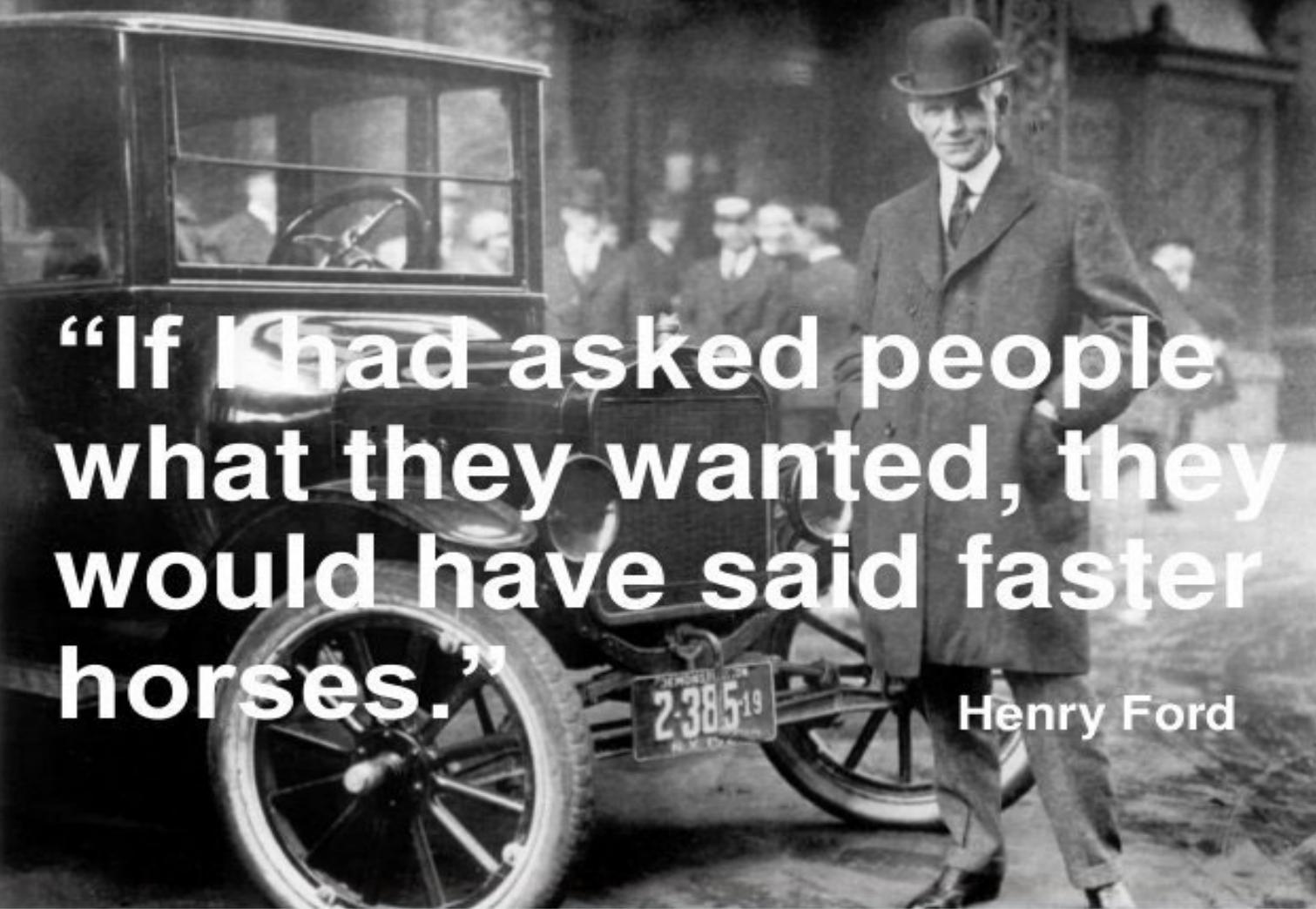
- ▶ Method to identify if clients perceive value
- ▶ Identify those that don't
- ▶ Understand which CSM's are overloaded/light
- ▶ Give CSM's a roadmap to value for their customers
- ▶ Allows for better customer retention & upsell forecasting
- ▶ Validates role of CS internally

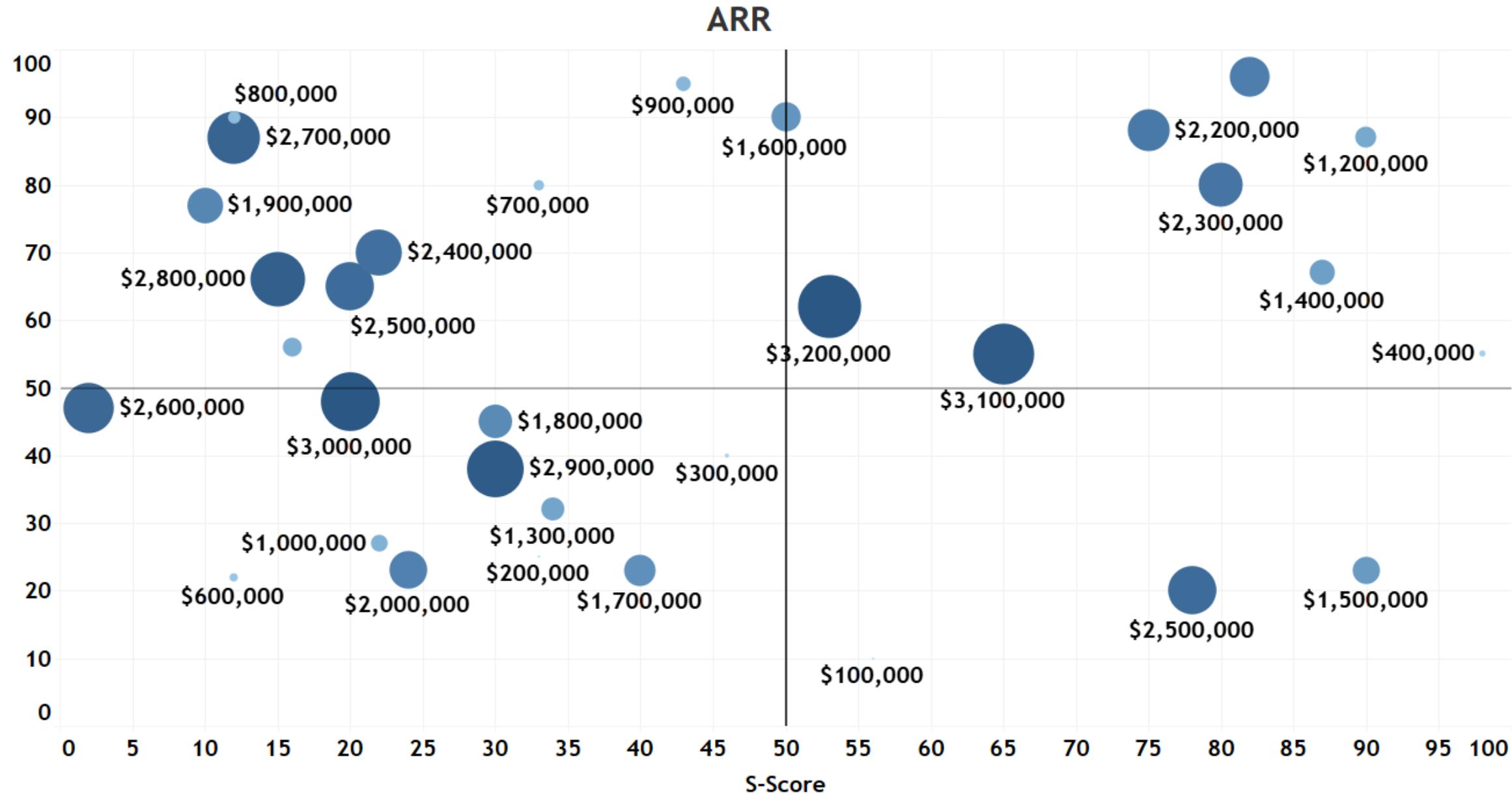
Think Strategically – Act Tactically

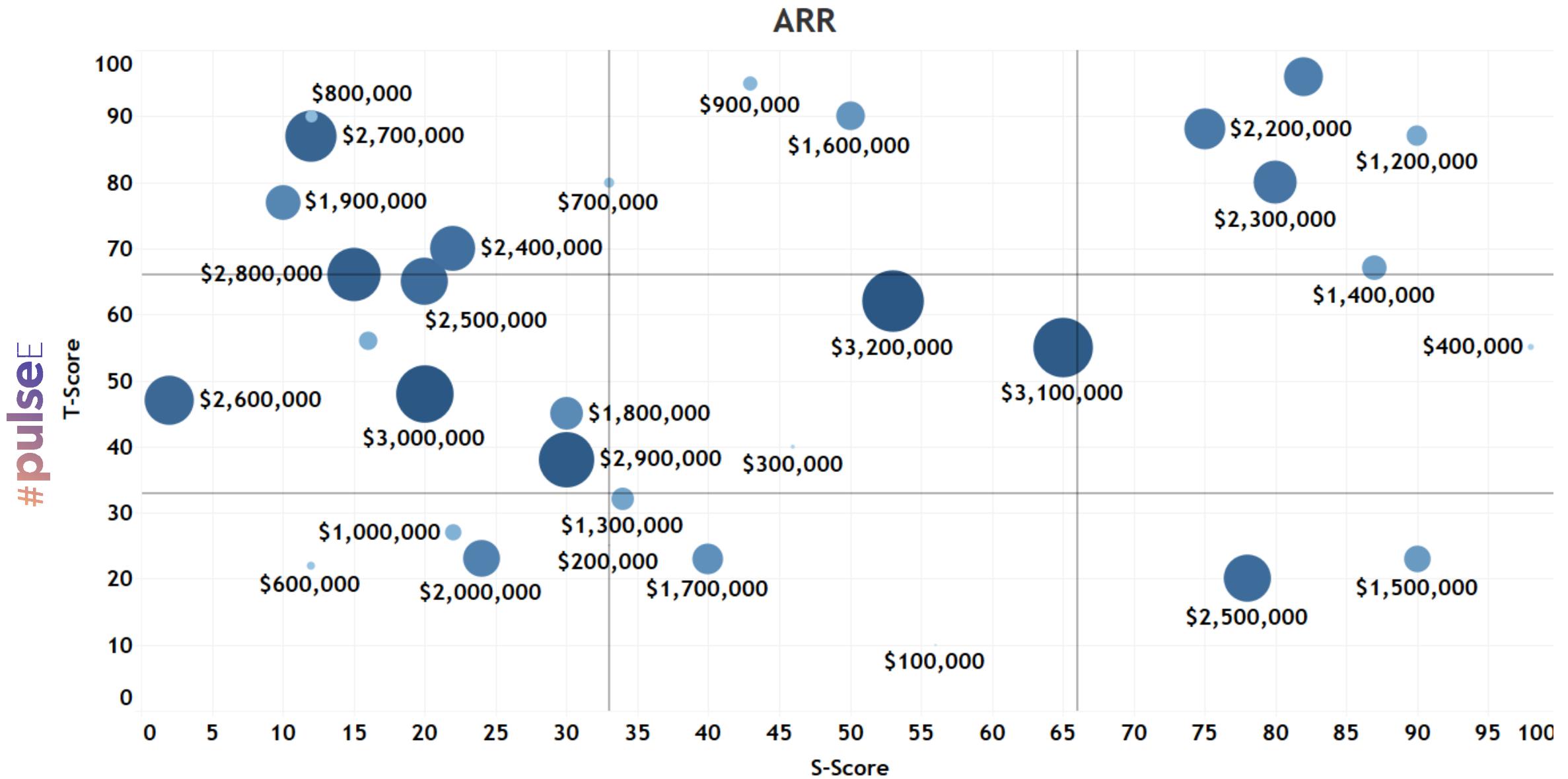


“If I had asked people what they wanted, they would have said faster horses.”

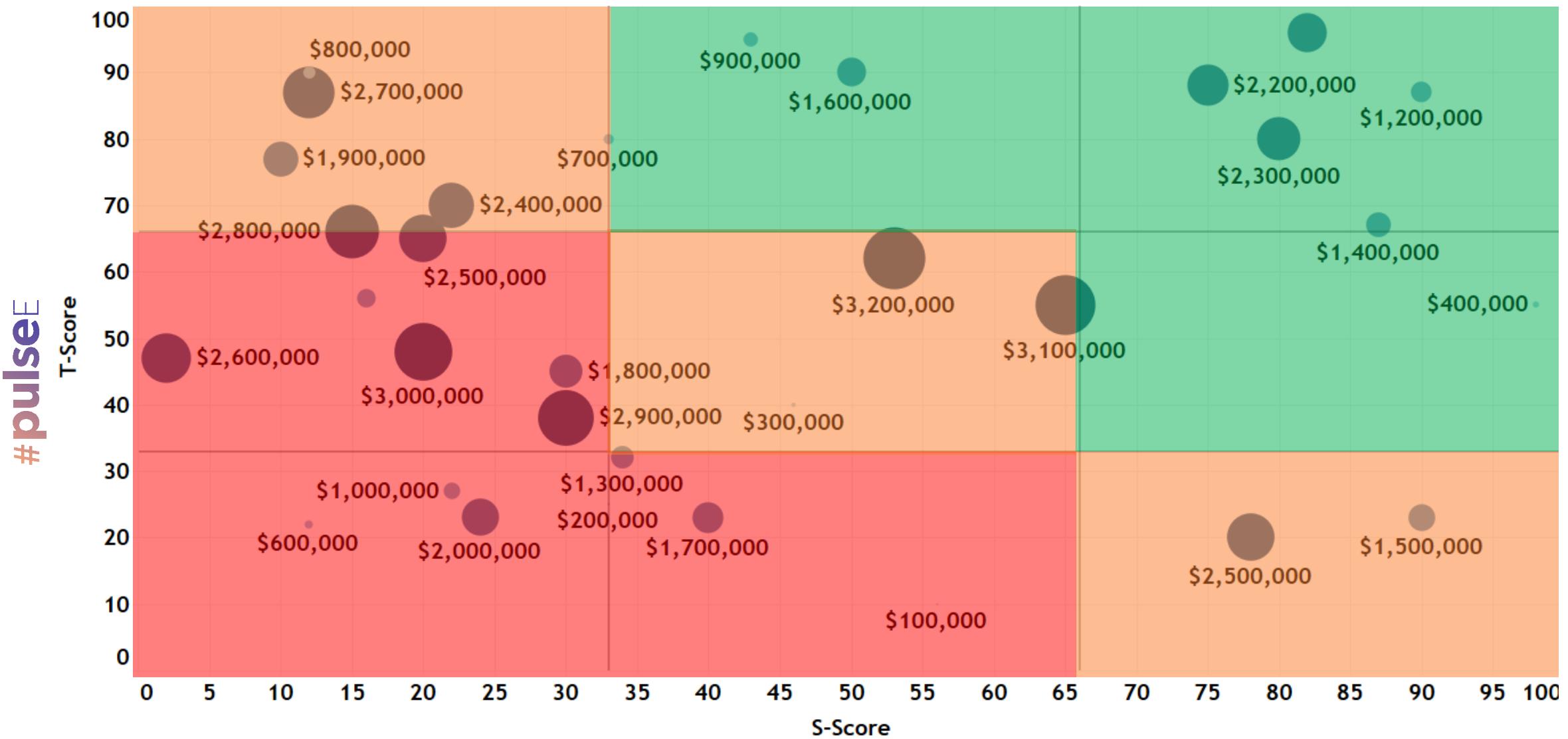
Henry Ford

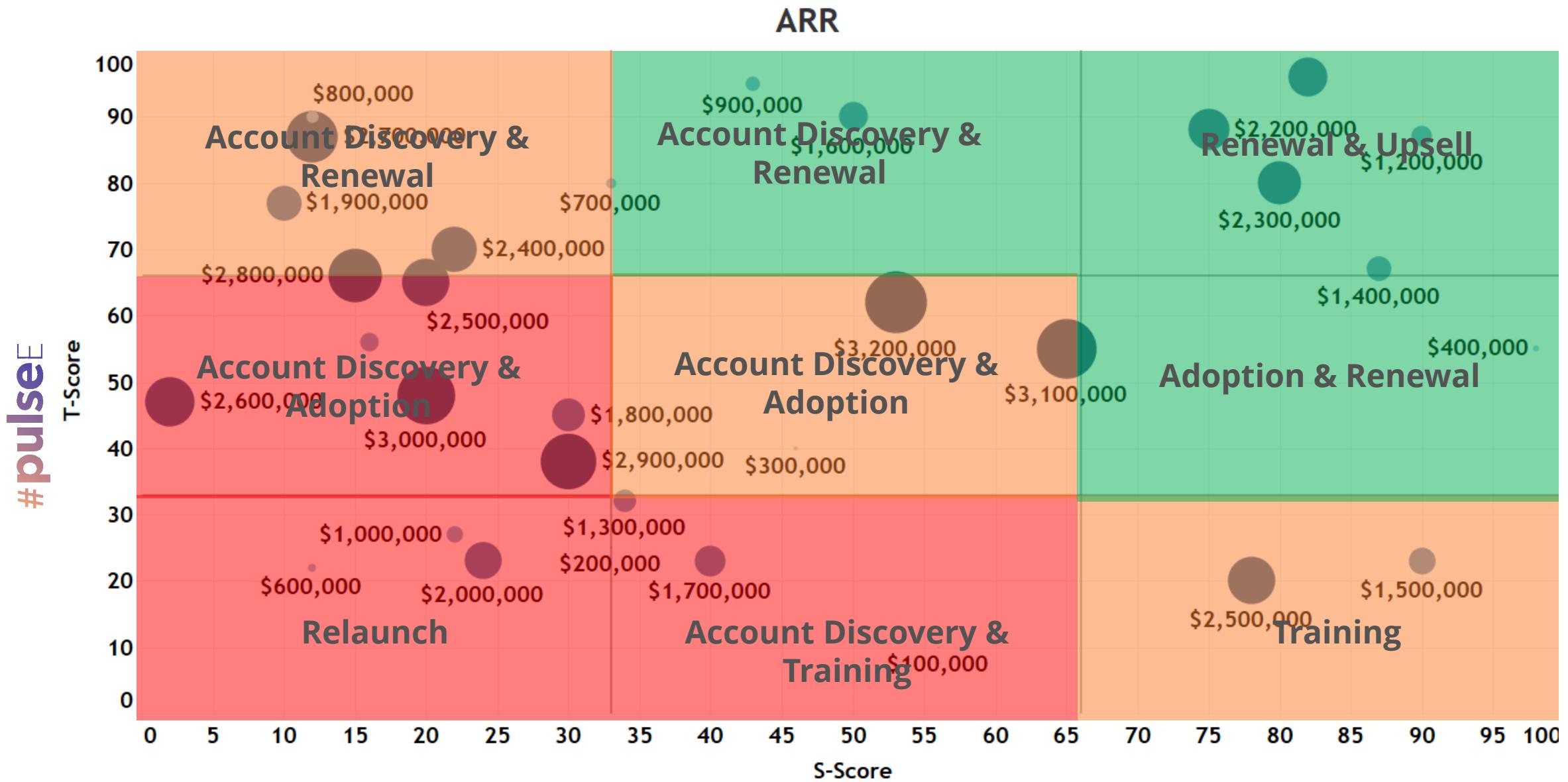


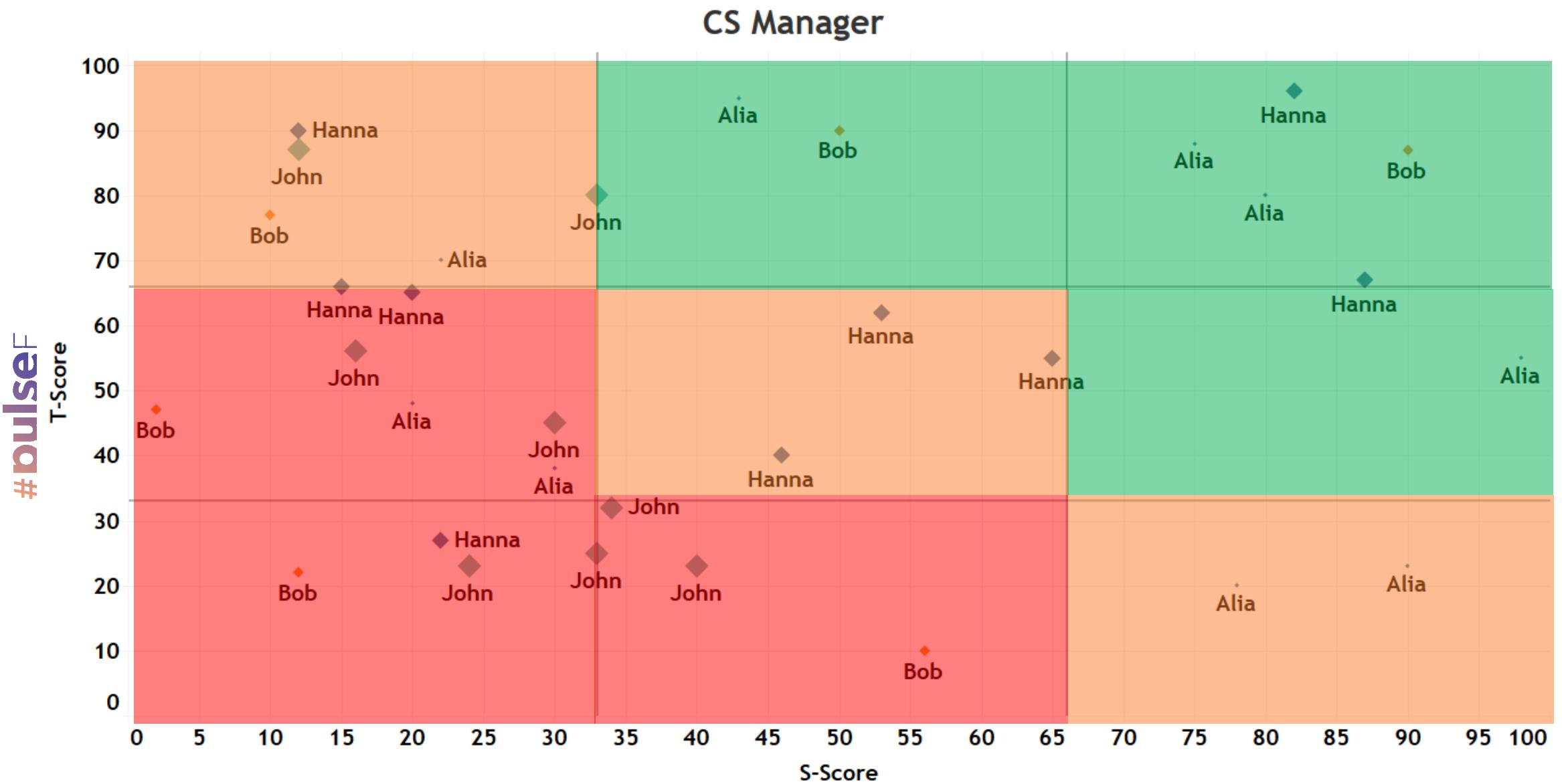


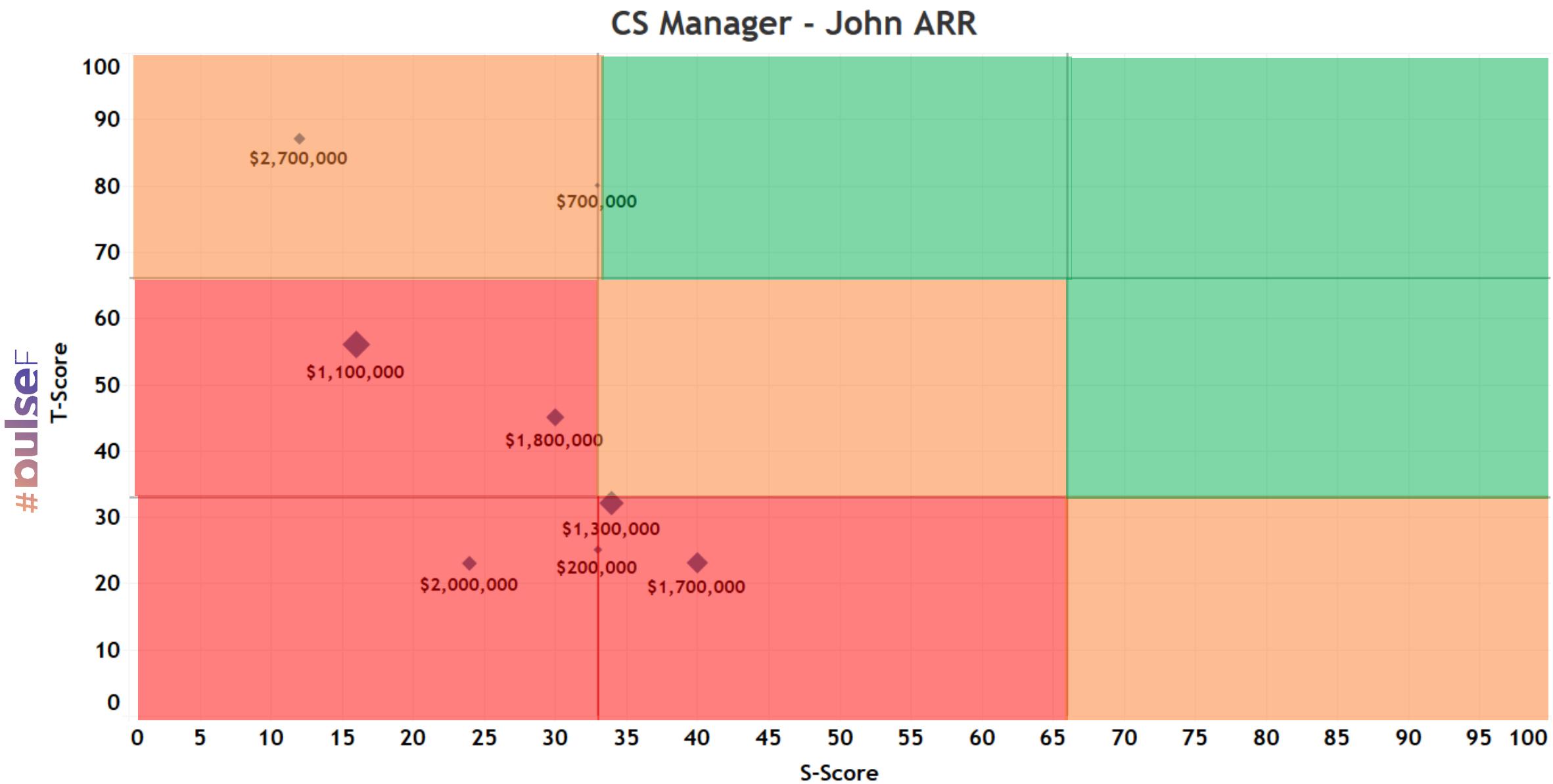


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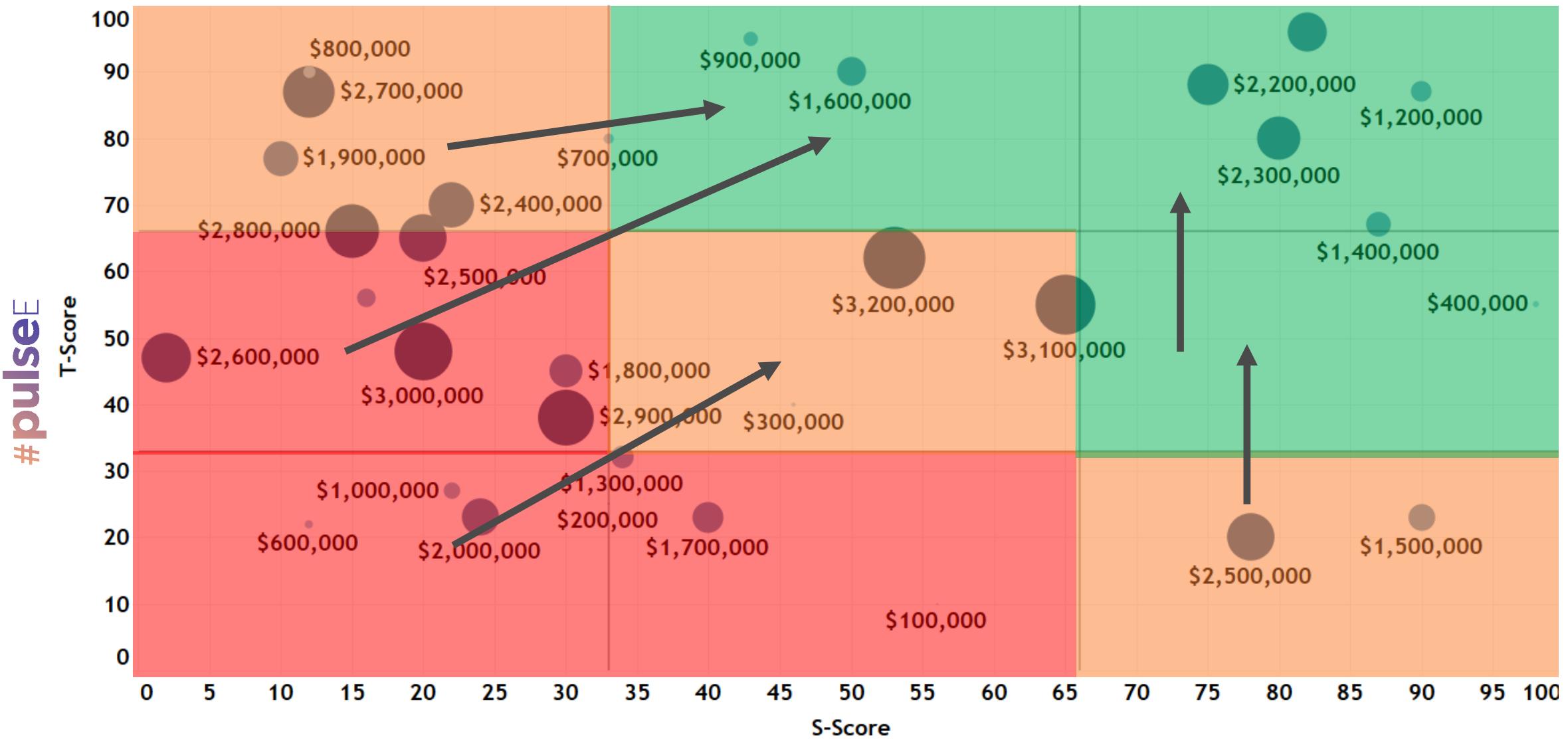








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QUESTIONS?



“We learn from failure,
not from success!”

Bram Stoker





Thank you

Any further questions, please
come talk to us in the main hall