



Actionable Scoring for Customer Value



Frank McCracken

Wigmore IT Group
Chief Operations Officer

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!

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 me 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

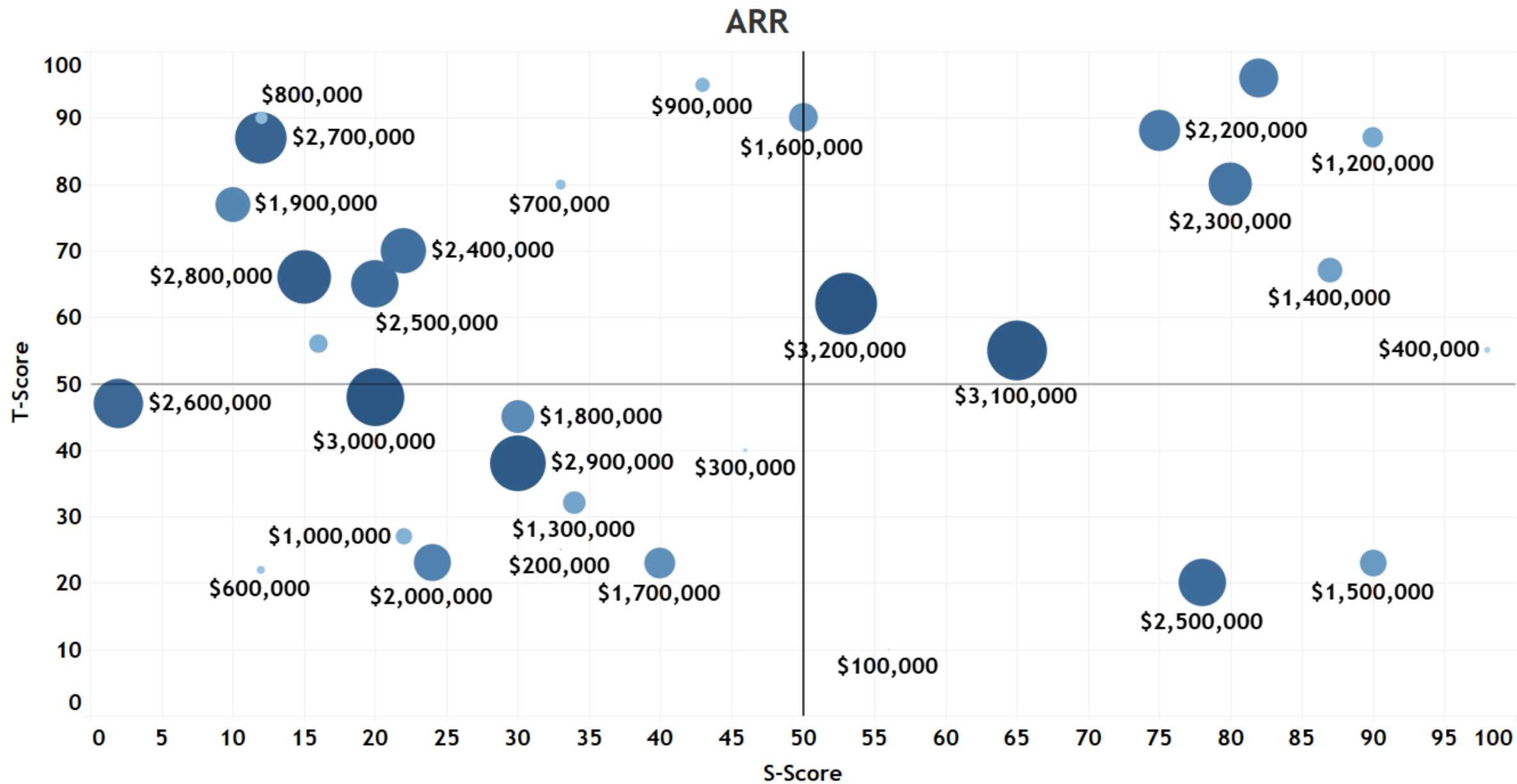
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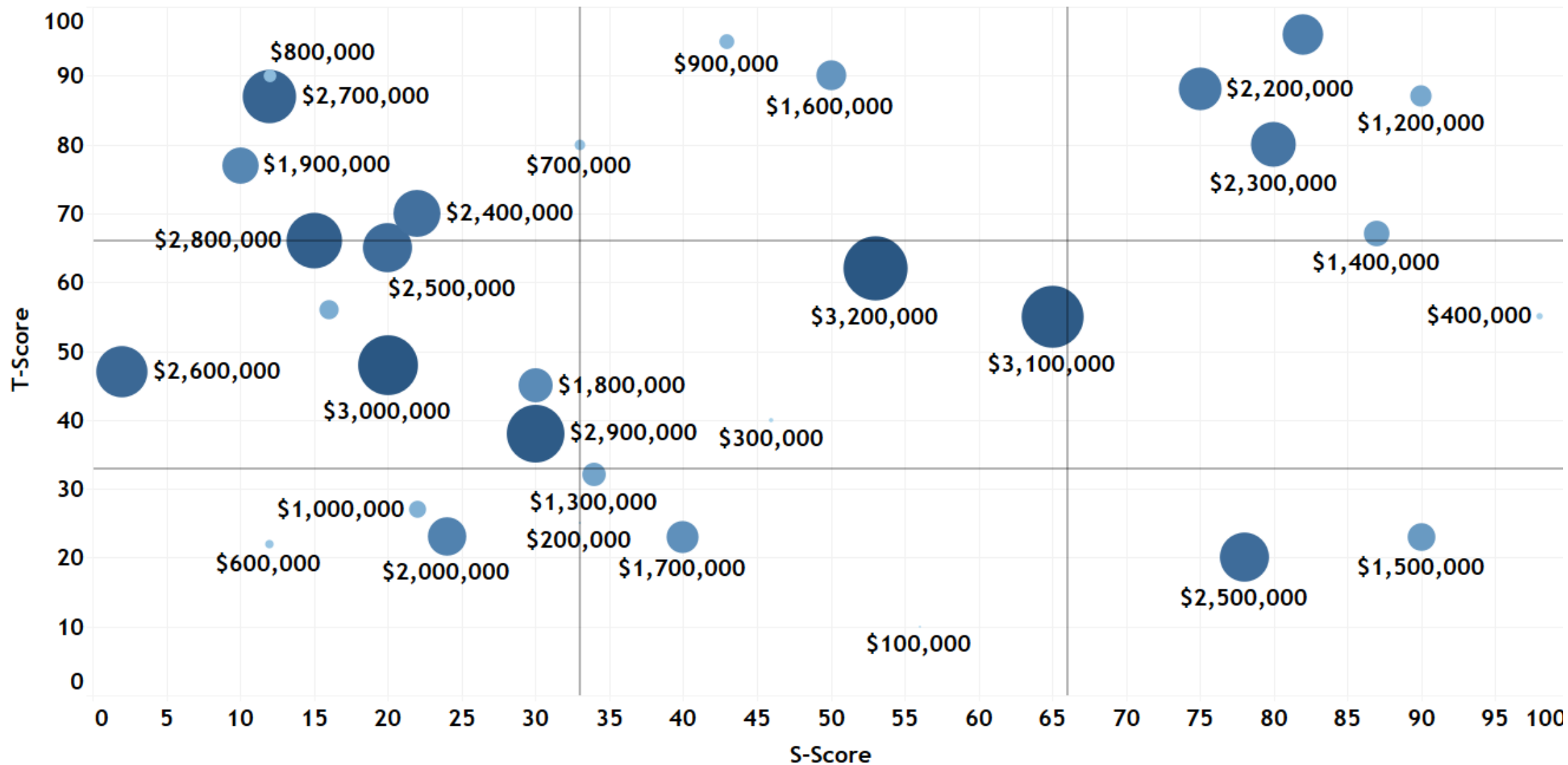
**“If I had asked people
what they wanted, they
would have said faster
horses.”**

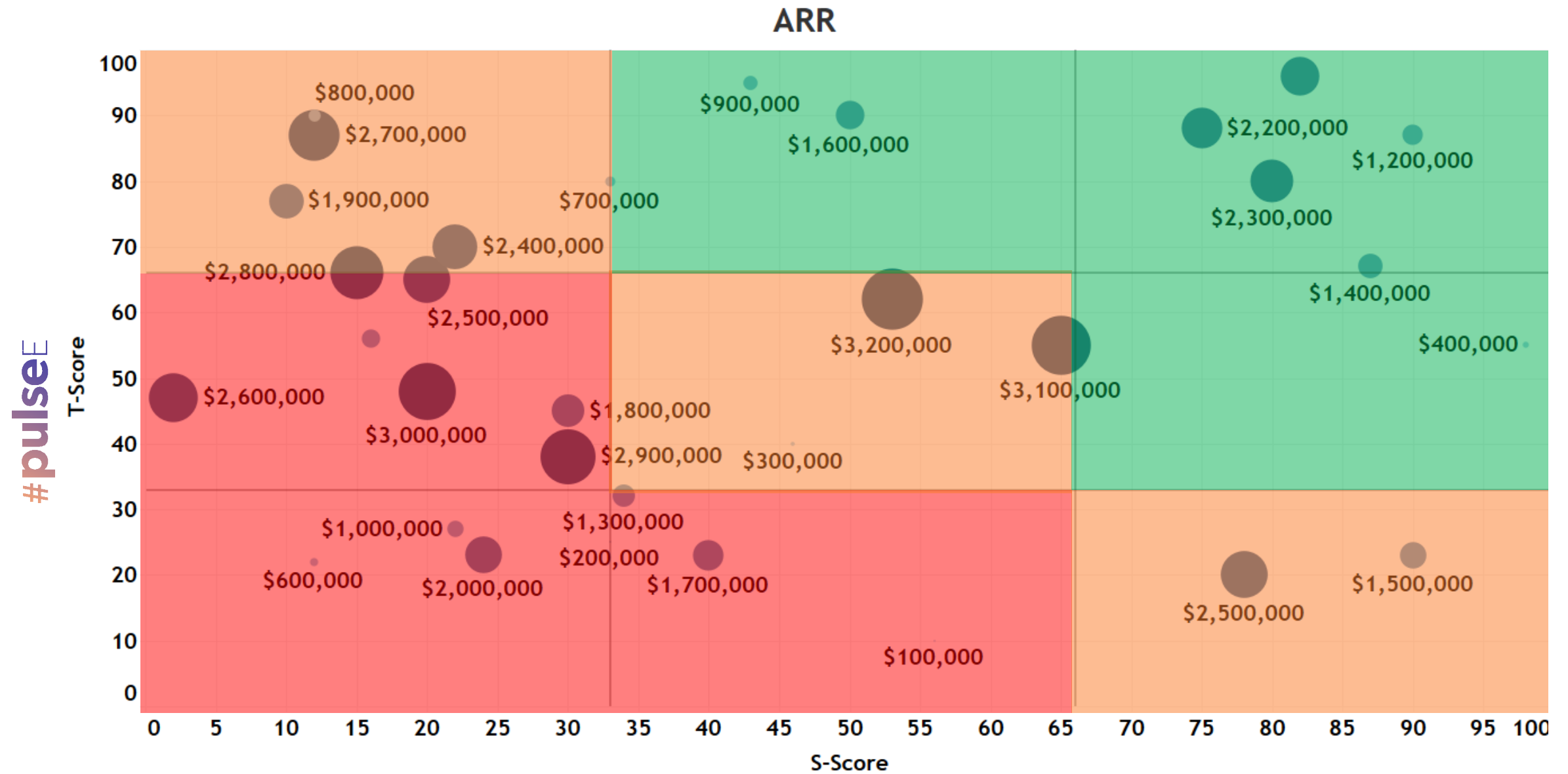
Henry Ford

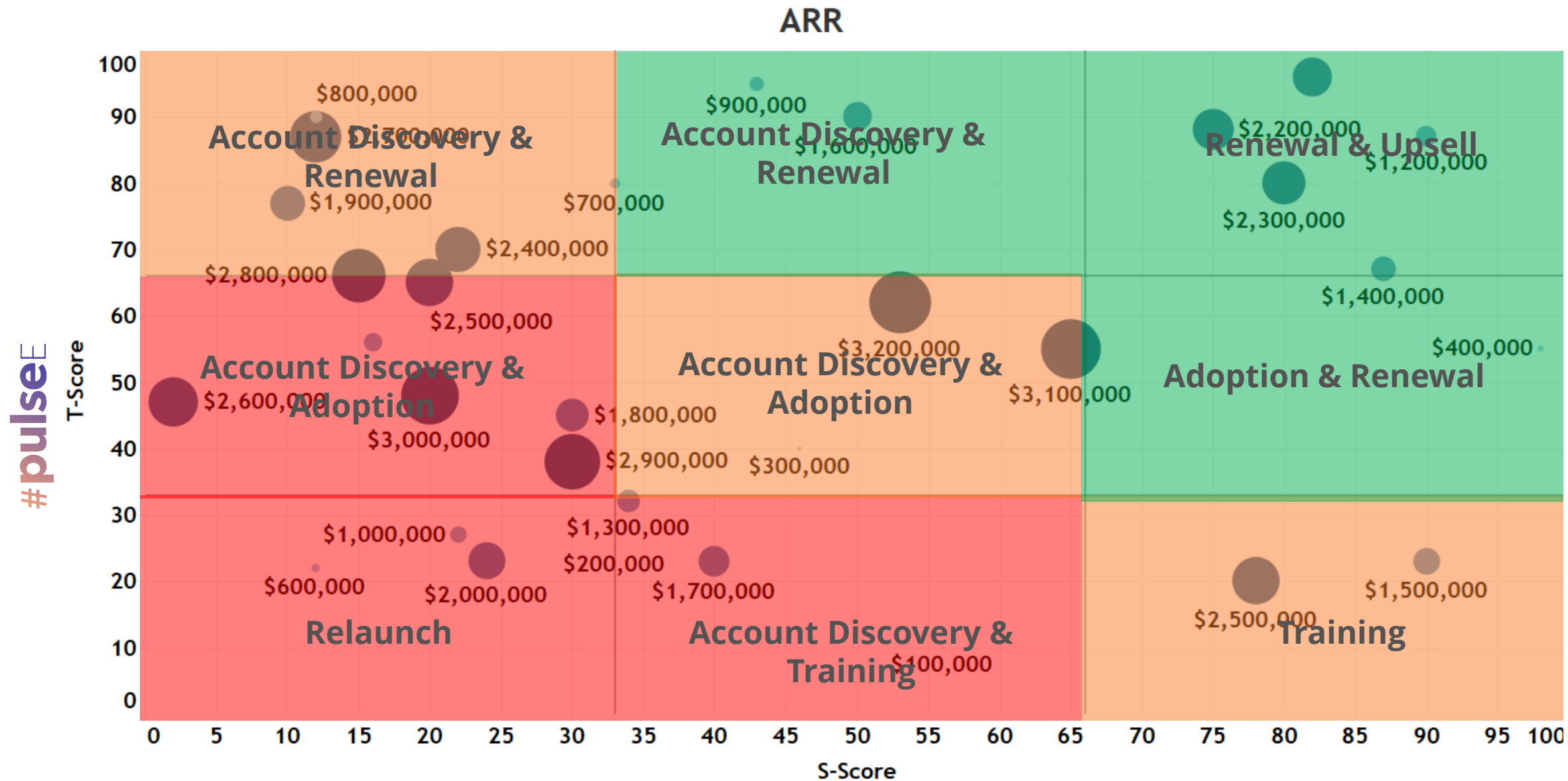


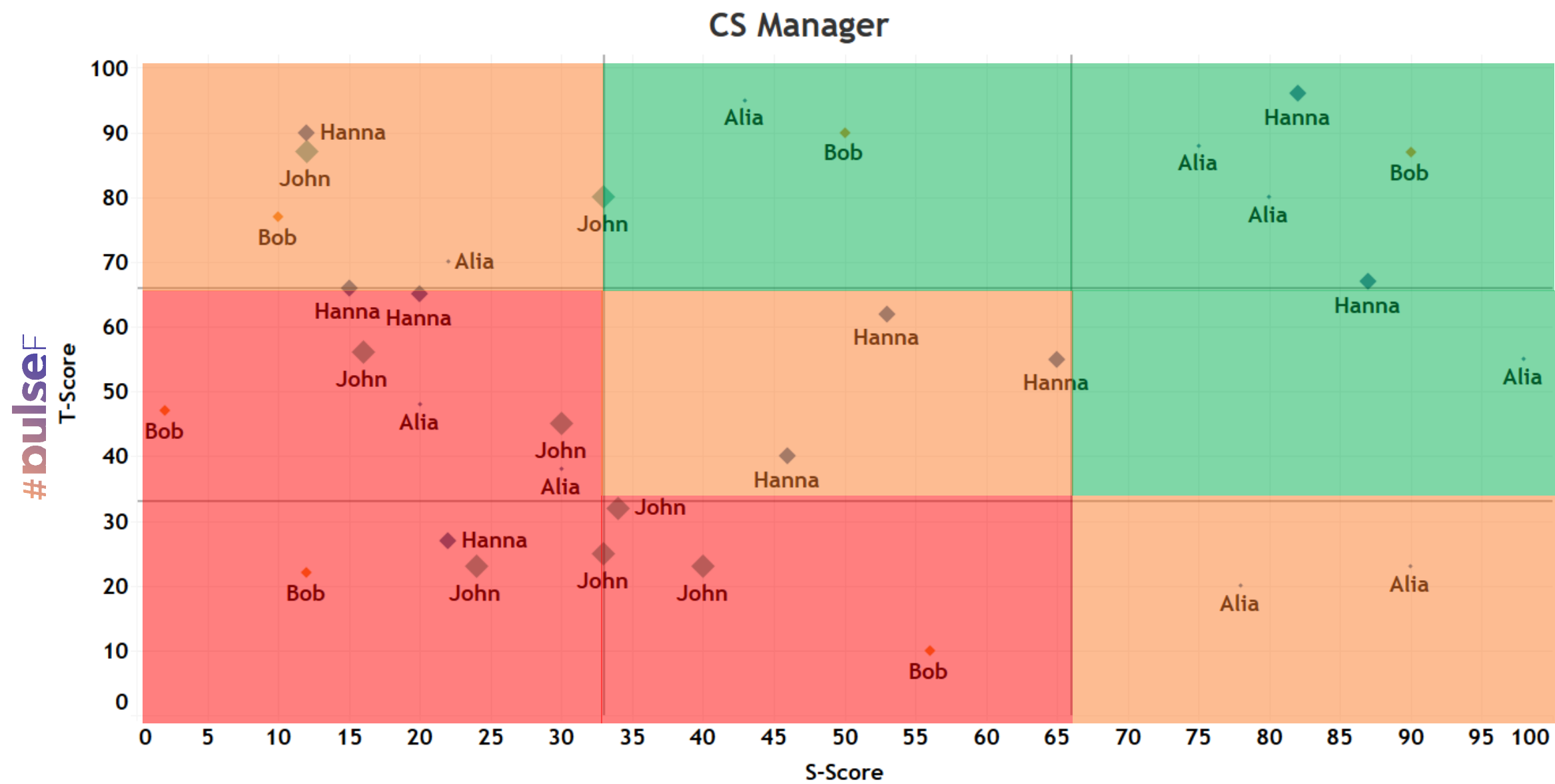


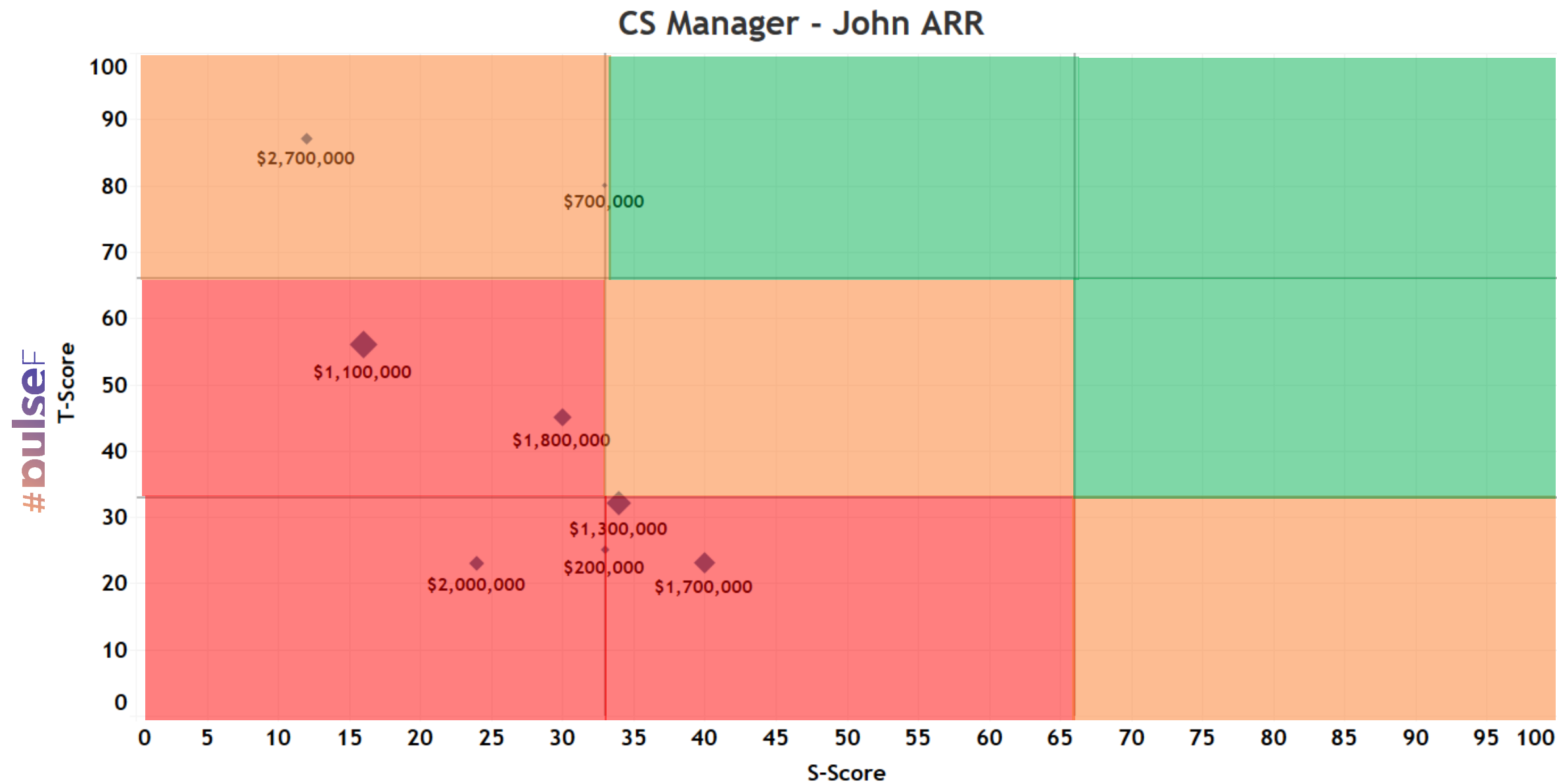
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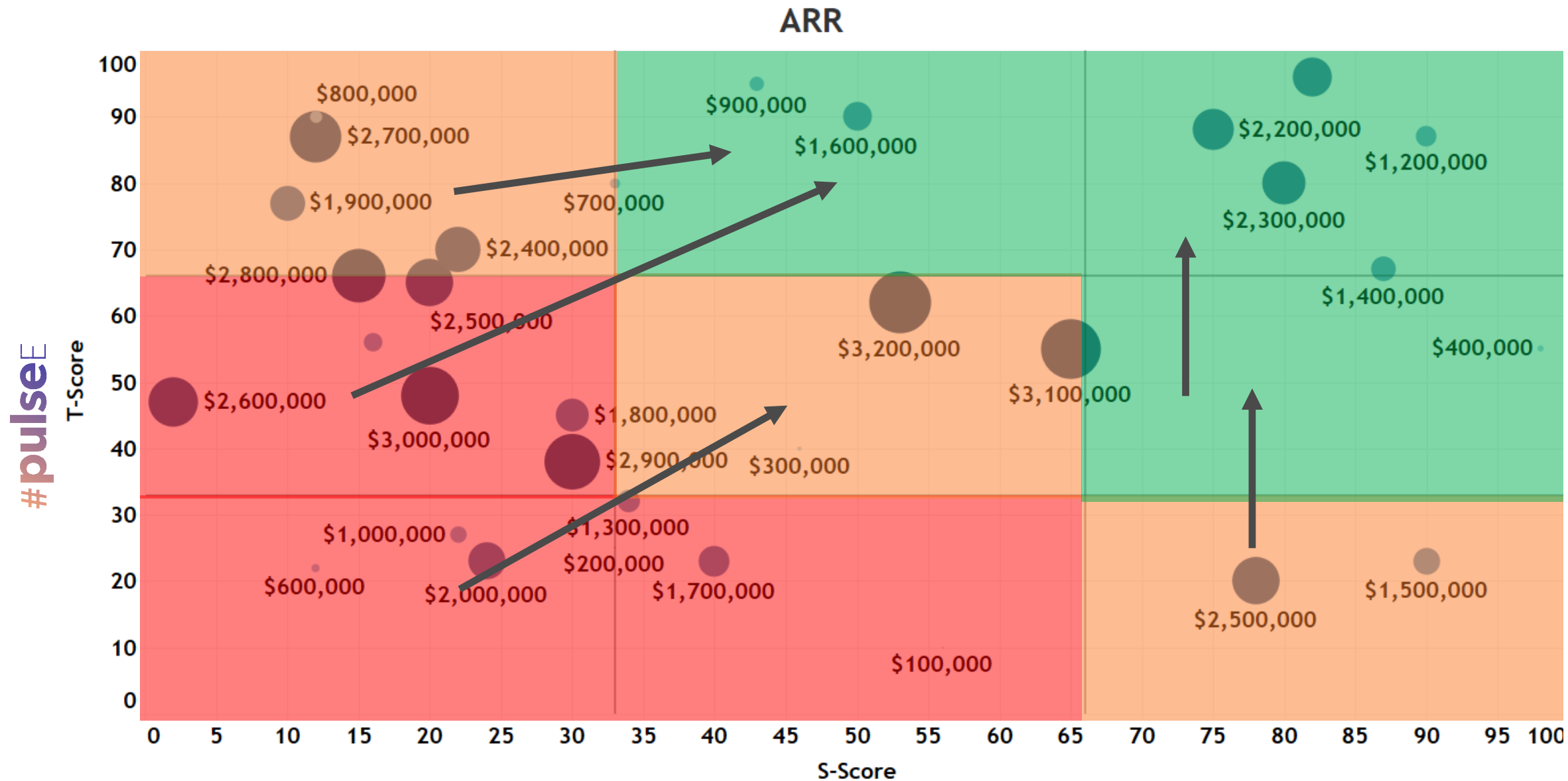




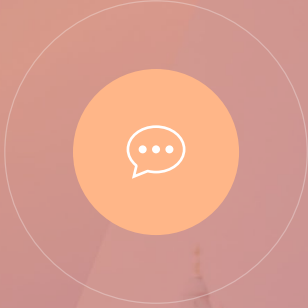








QUESTIONS?



|| “We learn from failure,
not from success!”

Bram Stoker

Thank you

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