



# How Can You Streamline Net Retention? Let Us Count The Ways



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# How To Streamline Net Retention

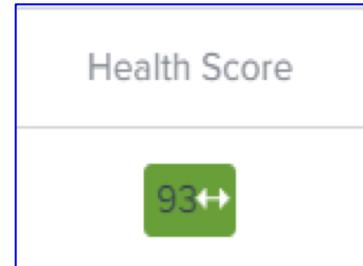
Got to start where the problem is.....

## Issue #1:

Our Retention forecast reviews indicated gaps around stakeholder engagement, relationships and expansion opportunities within the account which is critical for future performance.

## Further Analysis

- The more we sold to clients the better retention we had
- The Health Score within Gainsight helped us to predict which of our customers will continue with us



- We looked at our customer universe to understand where potential revenue sits in

## Issue #2:

Sales and Account Management did not have a formalised process to coordinate internally to protect and grow the revenue and customer loyalty in the account.

## X+Upsell overlay sales model

Structurally we have a team solely focused on Retention and another Team focused on Upsells & Cross Sells

- Background and overview
- Overlay sales model to drive +/x sell - strategic objective
- Clarity of roles; AM focus retention / CS focus expansion
- Partnership approach and close collaboration with AM - pods
- Portfolio management and approach
- Ways of working / Engagement

# Introduced Account Planning

Helping Sales and Account Management bring together critical information about our customers, our competitors and our strategy to retain and grow business with our existing customers.

- To uncover and win Opportunities for up selling and cross selling
- To identify, build and retain high value relationships within customer organisations
- To be seen by our customers as a trusted advisor and not as a reactive customer service department

Additional benefits of Account Planning

- Helps retain customers over our competitors
- To understand the true problems that face customers and what impact PatSnap might have

## Outcomes

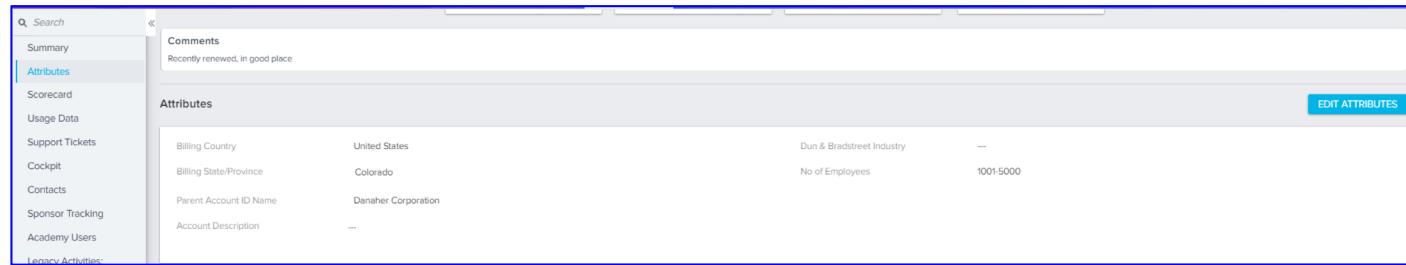
1. Increased understanding of the Customer's Business
2. Better Executive Access
3. Better Customer Loyalty
4. Increased Renewal Rate
5. Increased Renewal Size
6. Solution penetration goes up
7. Growth from Upsells and Cross-sells

# Indicators to help identify Upsell, Cross Sell

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## Customer Landscape

- What is our current history with the customer?
- Where are they investing?
- What are they counting on to grow?



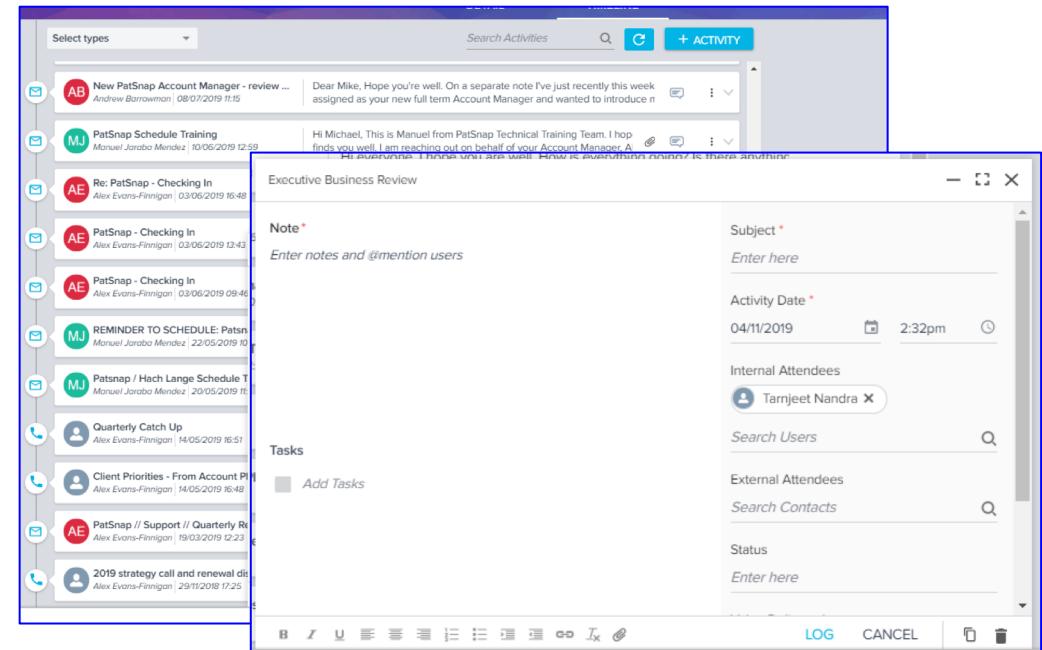
A screenshot of a customer profile interface. The left sidebar includes options like Search, Summary, Attributes (which is selected), Scorecard, Usage Data, Support Tickets, Cockpit, Contacts, Sponsor Tracking, Academy Users, and Legacy Activities. The main content area shows a 'Comments' section with the text 'Recently renewed, in good place'. Below that is an 'Attributes' section with the following data:

Billing Country	United States
Billing State/Province	Colorado
Parent Account ID Name	Danaher Corporation
Account Description	---

On the right, there are fields for 'Dun & Bradstreet Industry' and 'No of Employees' with the value '1001-5000'. A blue border surrounds the entire screenshot.

## Implications for your Company

- What are your customers strategic initiatives?
- What strategic initiatives do we help support today?
- What further strategic initiatives could we further support?



A screenshot of a communication and task management interface. On the left, a list of activities is shown, including messages from 'AB', 'MJ', 'AE', and 'PatSnap'. The main area is titled 'Executive Business Review' and contains a 'Note' section with the placeholder 'Enter notes and @mention users'. To the right, there are sections for 'Subject', 'Activity Date' (set to 04/11/2019 at 2:32pm), 'Internal Attendees' (listing 'Tarnjeet Nandra'), 'Search Users', 'External Attendees', 'Search Contacts', 'Status', and 'Enter here'. At the bottom, there are buttons for 'LOG' and 'CANCEL' and icons for search, refresh, and other actions. A blue border surrounds the entire screenshot.

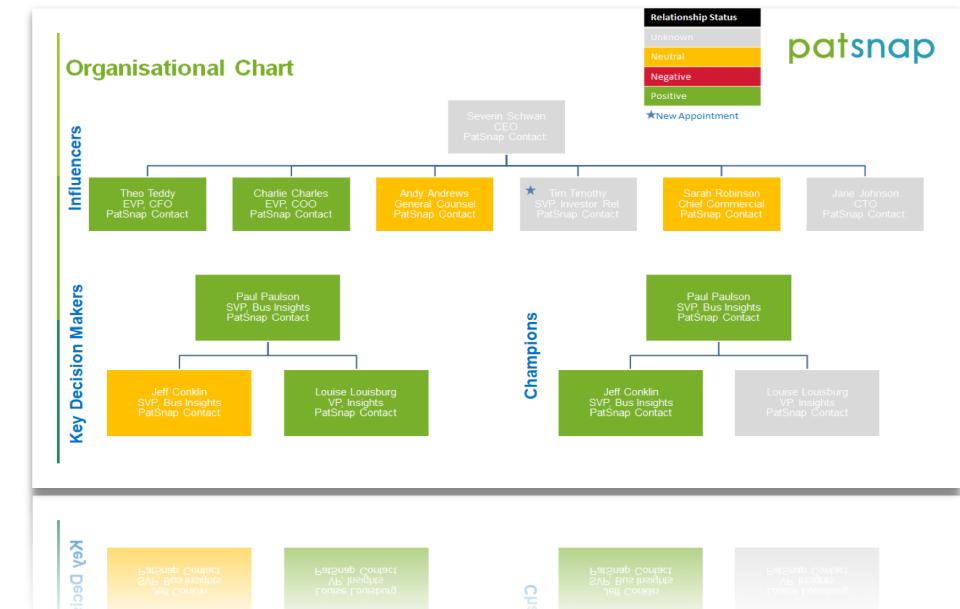
# Indicators to help identify Upsell, Cross Sell

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## Organisation Charts

- Who do you need to align to?
- Where are the influencers investing ?
- Who are the budget & contract holders?
- Who ensures the customer has a good perception of us and how can you increase that support?
- What is our relationship Health?

Contacts - All Contacts									
Full Name	Email	Title	Business Phone	Decision Maker	PatSnap User	Role	Action		
Clemens Henschel	clemens.henschel@schich.com	Director of R&D	+49 (21) 52 88 0	false	false	R&D		✓	
Daren MacFarland		Manager of Chemistry - R&D	+49 (21) 52 88 0	false	false	R&D		✓	
Denis Chaleilat	denis.chaleilat@schich.com	Research and Development Project Manager	+49 (21) 52 88 0	false	false	R&D		✓	
Douglas Tolle		COO		false	false	Other (Fill in Below)		✓	
Frederick Schaefer	frederick.schaefer@schich.com	IP Committee - Technical Support	+8009002330	false	false	IP		✓	
Hein-Joern Sutt (Compound)	hein-joern.sutt@schich.com	Sr. IP Counsel	+49 221 4224 x 2042	false	false	IP		✓	
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Joe Yostick	jyostick@schichquality.com	Chair IP Council at Dohner	+1(70) 590-6458	true	false	IP		✓	
Koenraad Odebrecht	koenraad.odebrecht@schich.com	Chemistry Engineer of Research and Development	+49 (21) 52 88 0	false	false	R&D		✓	
Kornelia Zgornic	kornelia.zgornic@schich-large.ch	Vice President R&D North America +41 225 98427		false	false	In a management role in R&D		✓	
Mike Carvalho	mcarvalho@schich.com	Global Director - Open Innovation		false	false	Interested in IP but none of the above		✓	
Mike Seeger	mseeger@schich.com	Senior Project Engineer	+49(4481)381 (PST)	false	false	R&D		✓	
Monica Hwang	mhwang@schich.com	Global CEO	+49 221 4224	false	false	IP		✓	
Serge Hedges	serge.hedges@schich-large.ch	Director R&D	+49 220 64642	false	false	In a management role in R&D		✓	
Tara Schuler	tschuler@schich.com	IP Strategist	+1(910)663-1377 ext 2544	false	false	IP		✓	
Vishnu Rajeswaran	vrajeswaran@schich.com	Senior Scientist	+1(910)663-1377	false	true			✓	

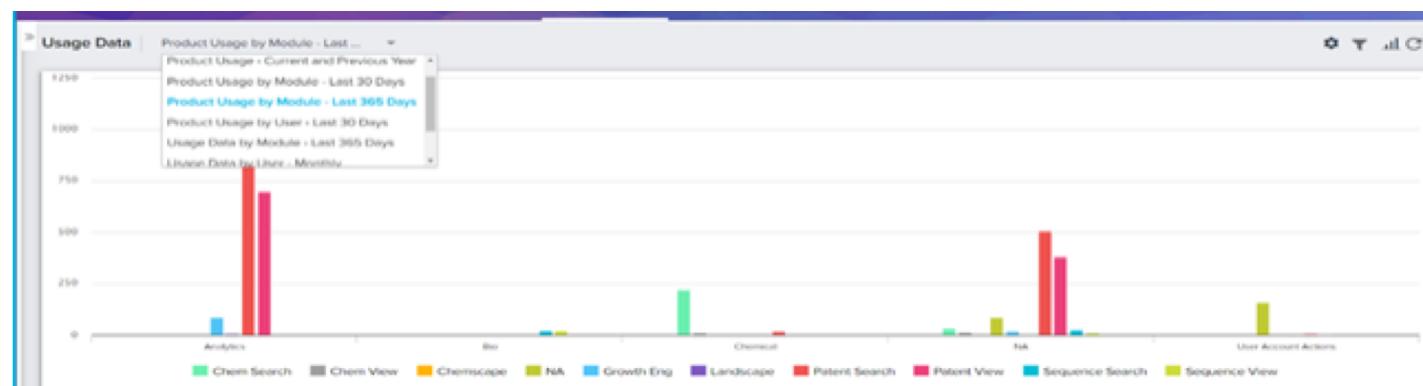
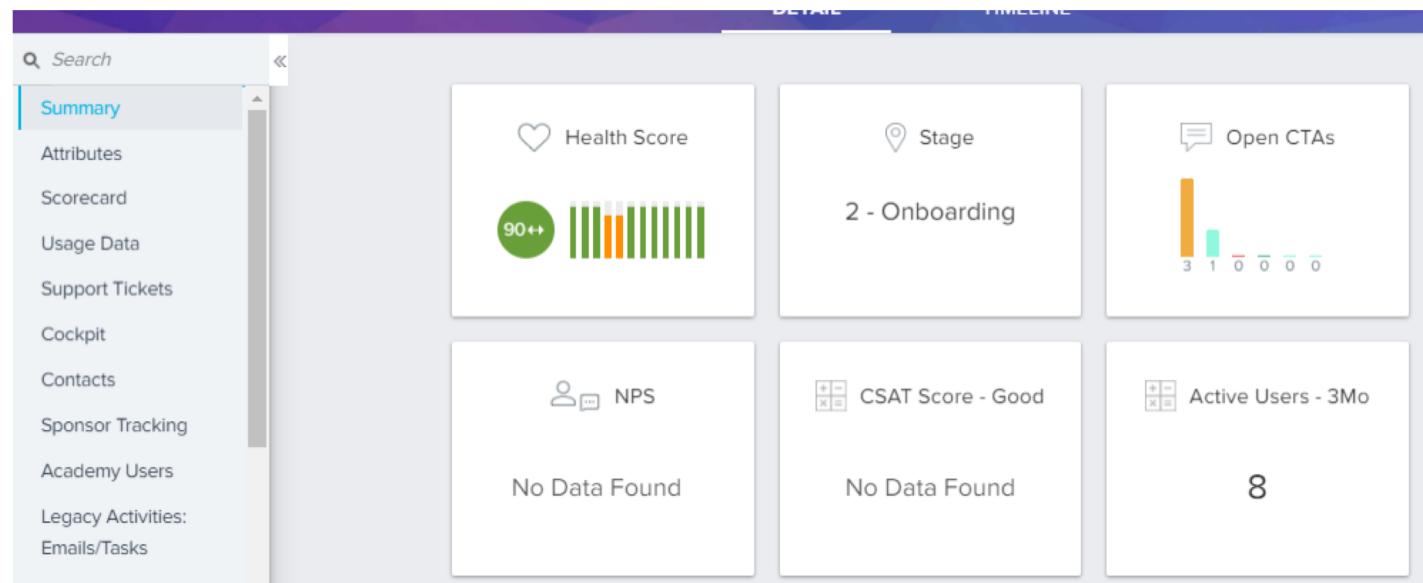


# Indicators to help identify Upsell, Cross Sell

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## Customer Health

- Health Score
  - Usage , NPS and Account Sentiment
- NPS Feedback
- Product Support Tickets
- White Space - what subscription do they have today?

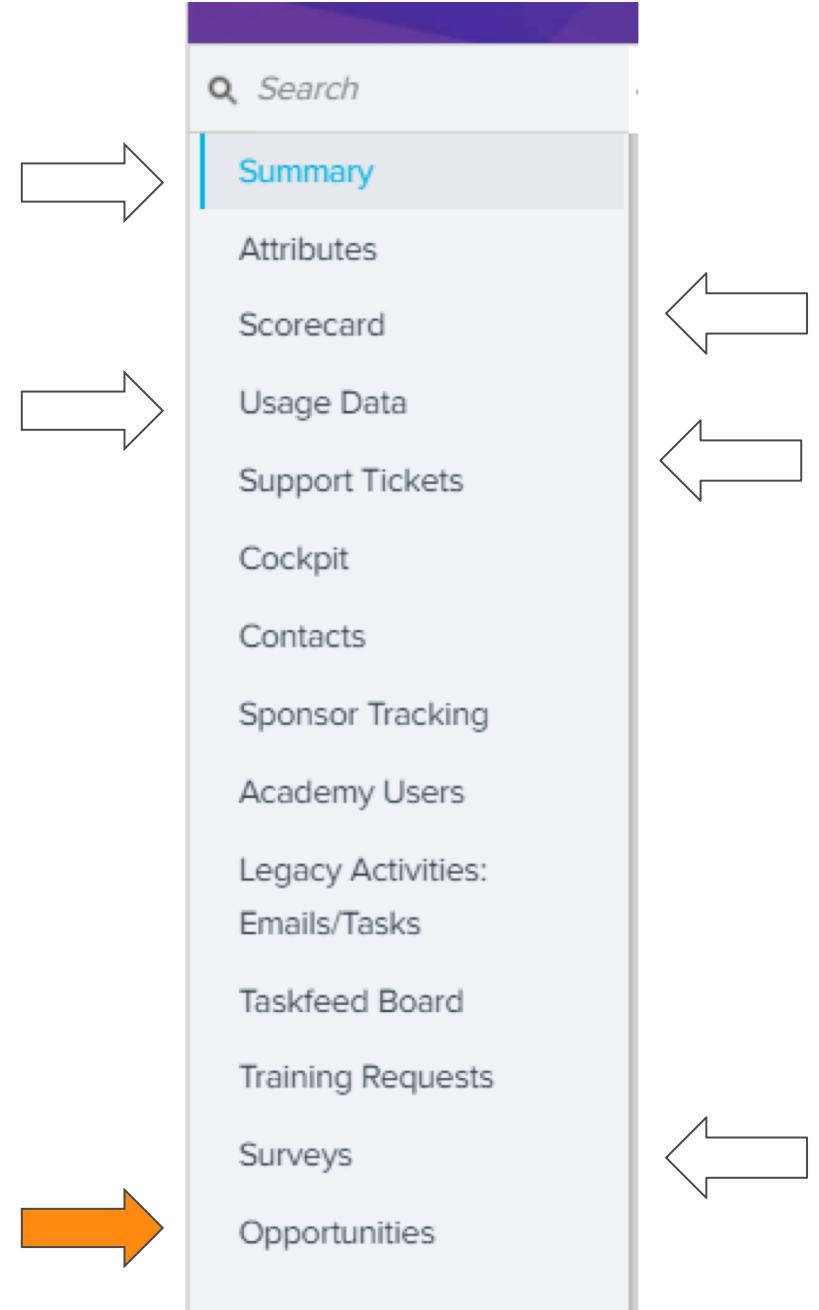


# Summary

- Customer Summary
- Implications to your Organisation
- Organisation Chart
- Customer Health
- Opportunities

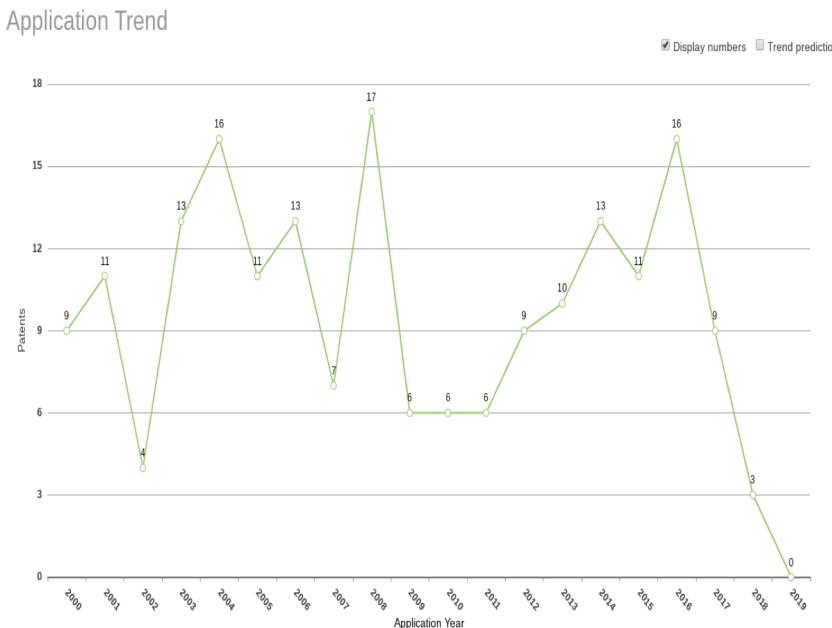
**Drawing from these points helps to Build out short and long term Opportunities**

**Create a plan to execute upon**



# Acct plan : EG Customer Summary

Employees	2250	Revenue	20Bill ++
Industry	.....	Website	www.com
Market Cap			



## Notes:

- x Brand Family ( x 7 Brands) i
- Corp structure
- Overview of other units

Link to family of brands - www.

**Mission - xxxxxxxx**

**Vision - yyyyyyyyyy**

\*(Page 25 Annual report for xyz key data)

## Customers Strategic Priorities

### **Improving Cost structure**

- Increase gross margins
- Reduce G&A

### **Reinvesting for Growth: Innovation**

- Encouraging an entrepreneurial spirit withigor
- Building upon innovative foundation at recent acquisitions
- Improving R&D project focus & prioritization
- Condensing project development cycles

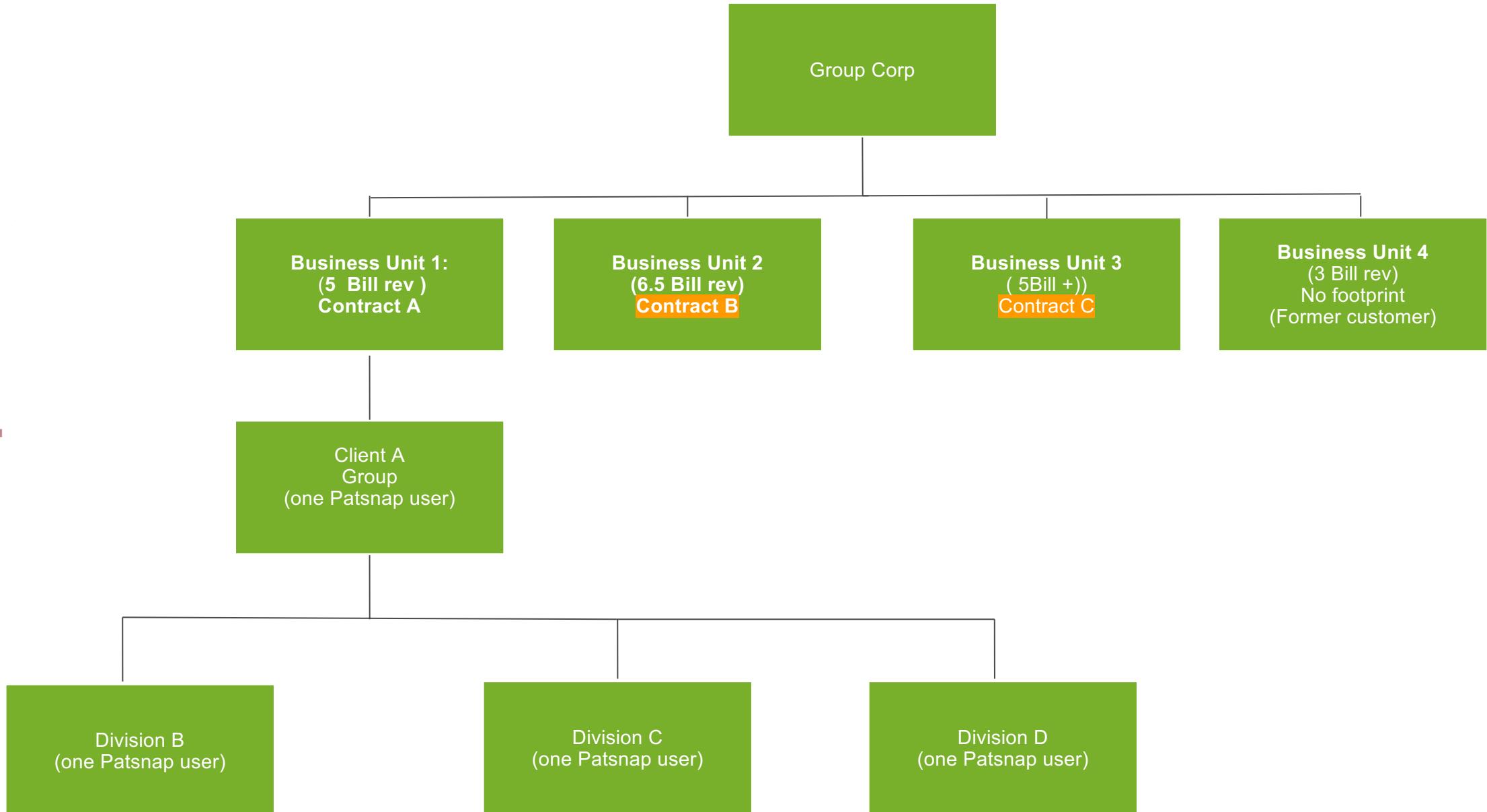
### **Sales and Marketing**

- Increasing market visibility and contacts; Expanding digital marketing capabilities; Improving Sales Lead Generation

### **Strategic M&As - Technology, Adjacencies**

### **Key R&D Figures:**

# Corp - Structure



# Strategic Opportunities (Long Term)

Customers Objective	Opportunity	Status	Next Steps & Timelines	Accountable within PatSnap	C Suite	Key Decision Makers	Champions	ACV (USD)	Competitors	Support Required
(One tool) / Improve cost structure ; <b>innovate / R and D focus / Condense Dev cycles</b>	Enterprise license model across all divisions at XXX ( consolidate and be the de facto group solution )	Started	Build further plan and engagement ( q3/4)  <b>Update: JK has approached end September ABC Internal plan with MA / KS to approach Comapny A and B</b>	Chris H & Andrew Barrowman	TBC CTO / X	TBC at Group <b>Update: JK has approached end September X Internal plan with MA / KS to approach xyz</b>	XYZ: To clarify across A and B	+100k	Unknown / TBC	Yes - wider AM/CS team and management accordingly to define
(One tool) / I Improve cost structure ; <b>innovate / R and D focus / Condense Dev cycles</b>	Bio / Chem upsell to explore across wider Healthcare org under the group umbrella	Started	Engagement Q4 <b>Andy Barrowman to intro CH</b>	Andrew Barrowman & Chris H	TBC	TBC at CompanyABC unit level	XYZ	30k+	Unknown	Yes - Alex and wider team accordingly
(One tool) / Improve cost structure ; <b>innovate / R and D focus / Condense Dev cycles</b>	User upsell / additional product at renewal	Not started	Engagement / define what is the potential size of user base ( Q3)	Chris H & Andrew Barrowman	TBC	TBC	Unknown	TBC / subject to expansion and renewal options	Unknown	No CH/ AEF + <b>Andy Barrowman</b>
Improve cost structure ; <b>innovate / R and D focus / Condense Dev cycles</b>	Discovery	Not started	Engagement	Chris H & Andrew Barrowman		TBC	XYZ: To clarify acrossABC	30k +	Unknown	CH / AEF ( <b>CH to engage</b> )

## Where are we today:

- Work in progress :
  - Cohesive Internal alignment
  - Improved identification of +xsell opportunity
  - Rep level productivity
- More work to do :
  - Marketing - technology / communications
  - Technology - Acct Planning tool
- **Platform for streamlining net retention**

## Practical takeaways:

- **Start with the problem**
- **Acct planning:** Keep it simple / iterate and build - leverage technology phase 2
- **Leverage marketing** and marketing automation for scale across customer base as early as possible
- **Align models** where any overlay exists to drive performance
- Selling to customers is key to retention



# QUESTIONS?