



TemplateMonster



Customer Success Team. Центр прибыли или источник затрат?



Начнем с основ

Customer Success is the function at a company responsible for managing the **relationship** between a vendor and its customers.

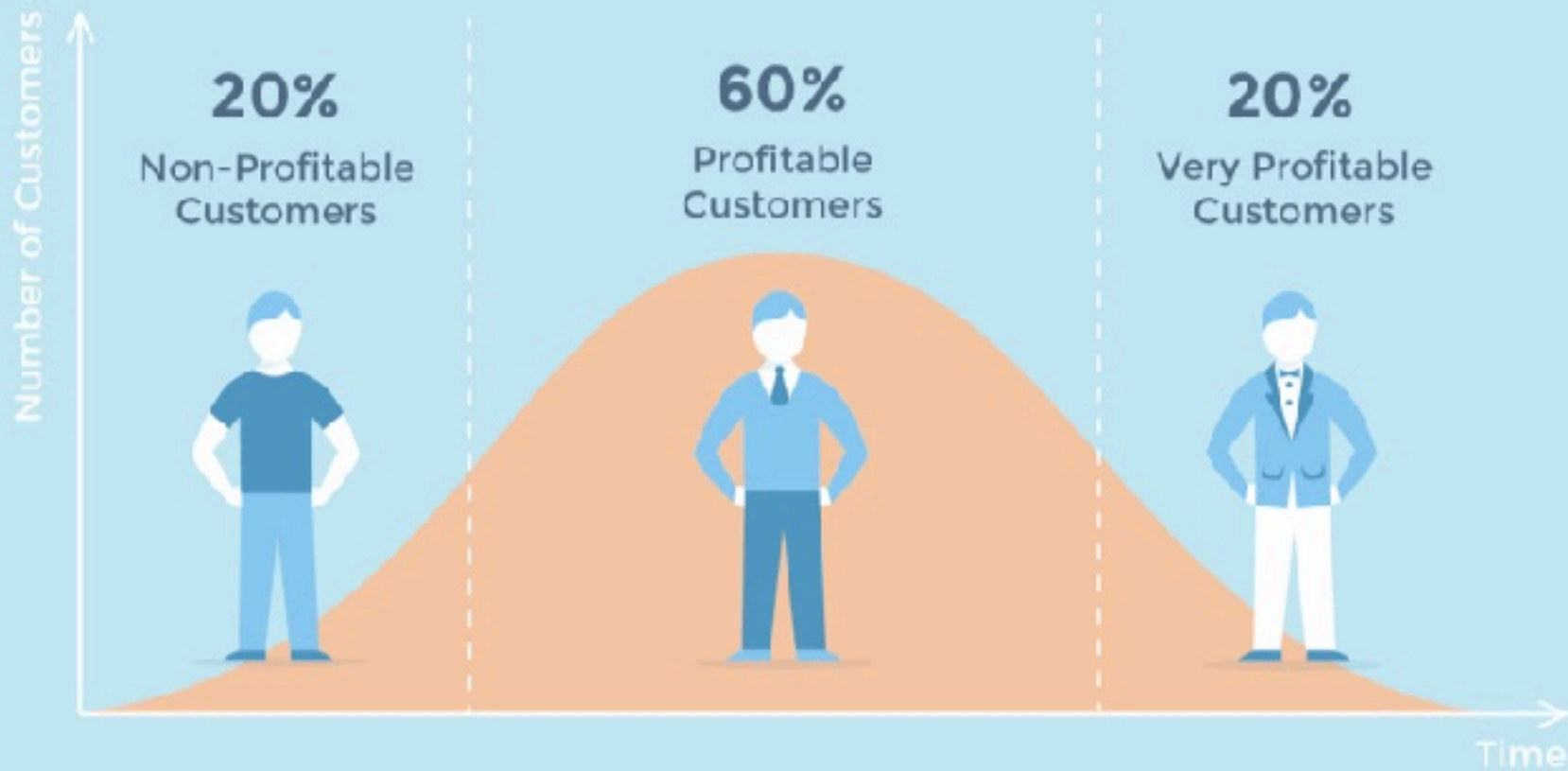
The goal of customer success is to make the customer as **successful** as possible, which in turn, improves customer **lifetime value** for the vendor.

Wikipedia





Customer Lifetime Value is the net profit contribution of the customer to the firm over time.





Как посчитать LTV в стартапе?





im possible





Не прокатило с LTV, давайте считать что-то другое





“Customer Success is when customers achieve their **Desired Outcome** through their **interactions** with your company”

- Lincoln Murphy





90% метрик customer success это метрики успеха самого стартапа, а **не клиента**.

renewal, retention, churn, adoption, satisfaction, NPS, etc.





Принципы Customer Success





CUSTOMER SATISFACTION DOES NOT CORRESPOND WITH RENEWAL RATES

Success \neq Happiness

DURABILITY CONTROL MEASURABLE





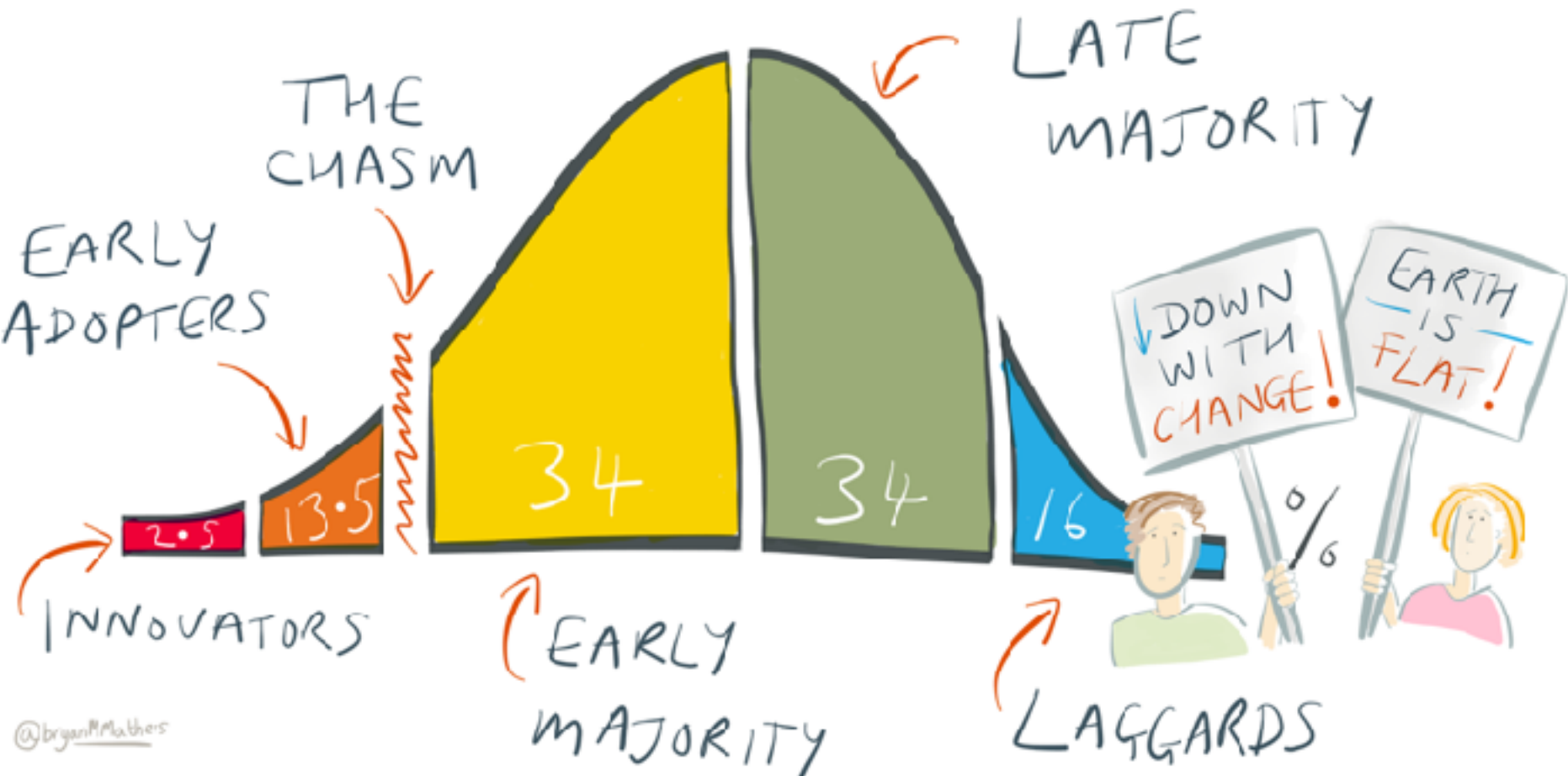
Behaviour ≠ Technology

Business process change transforms organizations, and technology makes it possible and scalable.

Success is dependent on helping your customers change how they work.



DIFFUSION OF INNOVATION



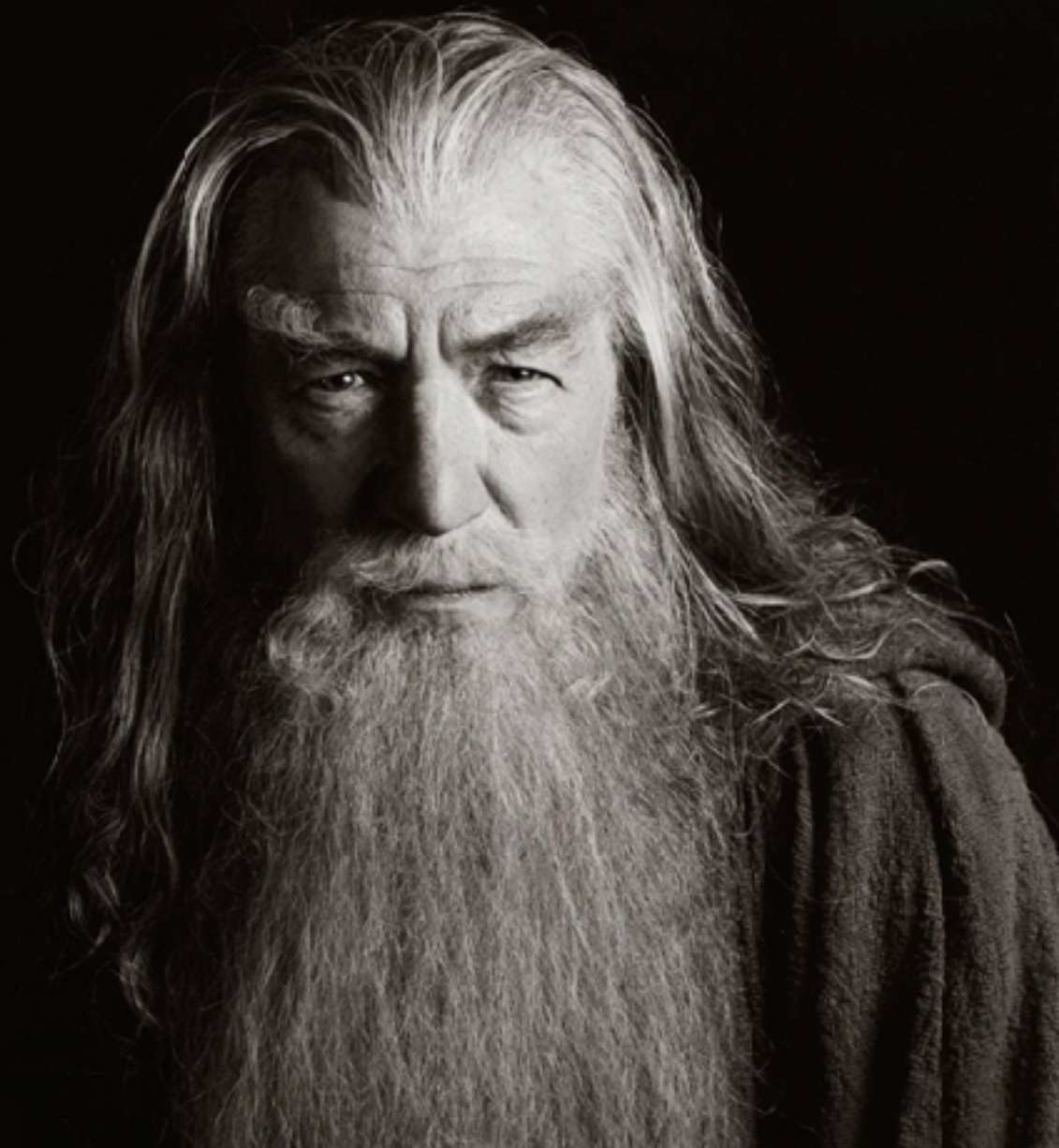
@bryanmathes

Moving from one segment to another one





Момент истины





“People don’t want to buy a quarter-inch drill.
They want a quarter-inch hole!”

Theodore Levitt





Мы предоставляем лучший продукт по наилучшей цене

Конкуренты

Клиенты

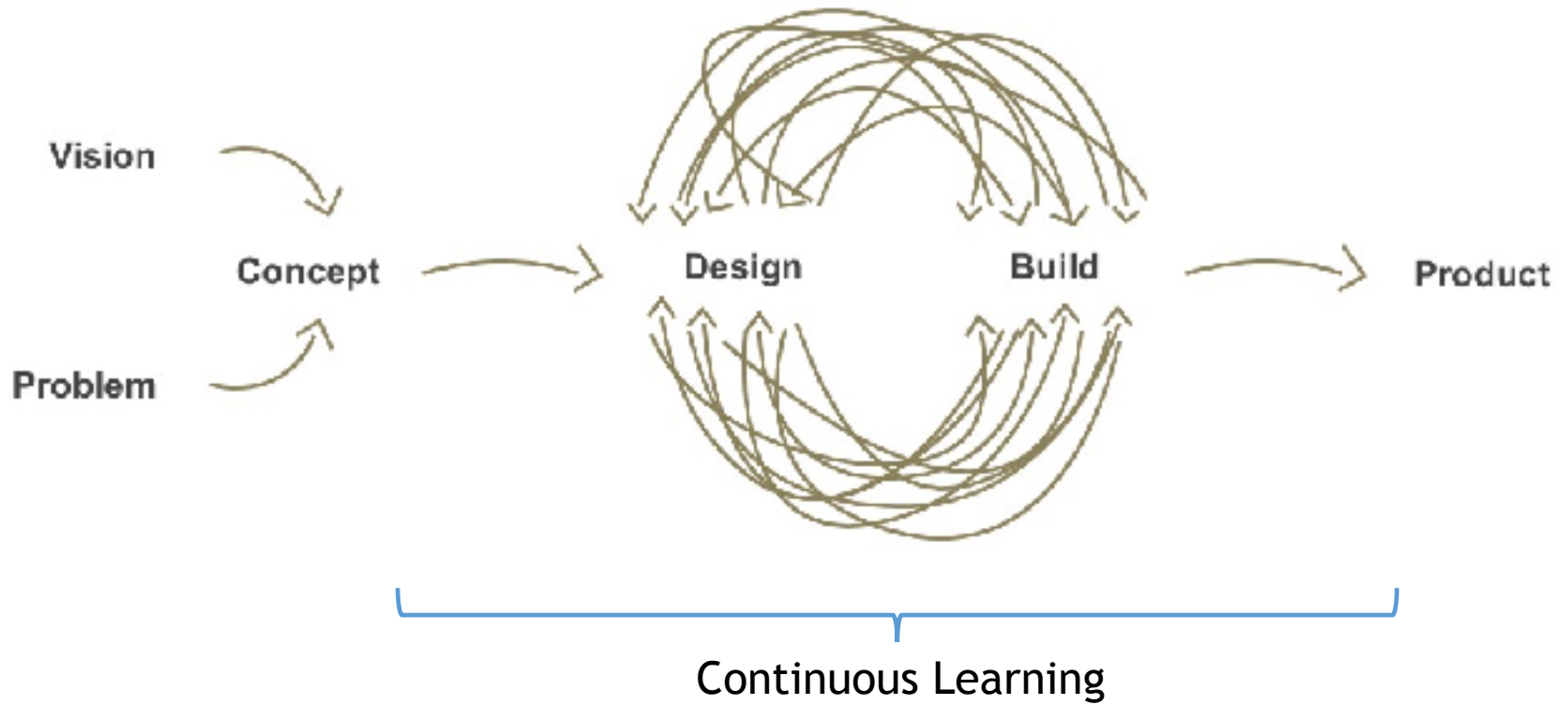




Learning ≠ Teaching



Product development cycle







Personal Success Plan for **every** client

The formula for a great Success Plan:

- Clearly define the client's Purpose (what is success?)
- Determine the Metrics and how to Measure
- Agree on the Target
- Create the Timeline and Milestones
- Define the Roles and Responsibilities



What is **NOT** a success plan?

- an account status update
- an overview of the account
- a write-up of the last interaction
- a “next action” plan



Add **expertise** to every interaction

Clickfunnel example





Measure and Materialize (M+M)

GoogleAdwords example





Ask questions (KPI for CST)

5 Key Questions of Customer Success:

WHY: What is success? What are your top strategic priorities?

HOW: How do you do it now? Why do you do it that way?

WHAT: What resources do you have to work with? What are your limitations?

WHO: Who is responsible for this success? Who will be essential to have involved?

WHEN: What is your timeline? When do you hope to achieve your objectives?



Next phase rule

Renewals flow naturally

- More improvement
- More success targets
- More expertise/services
- More people/teams/divisions
- More technology/functionality/modules



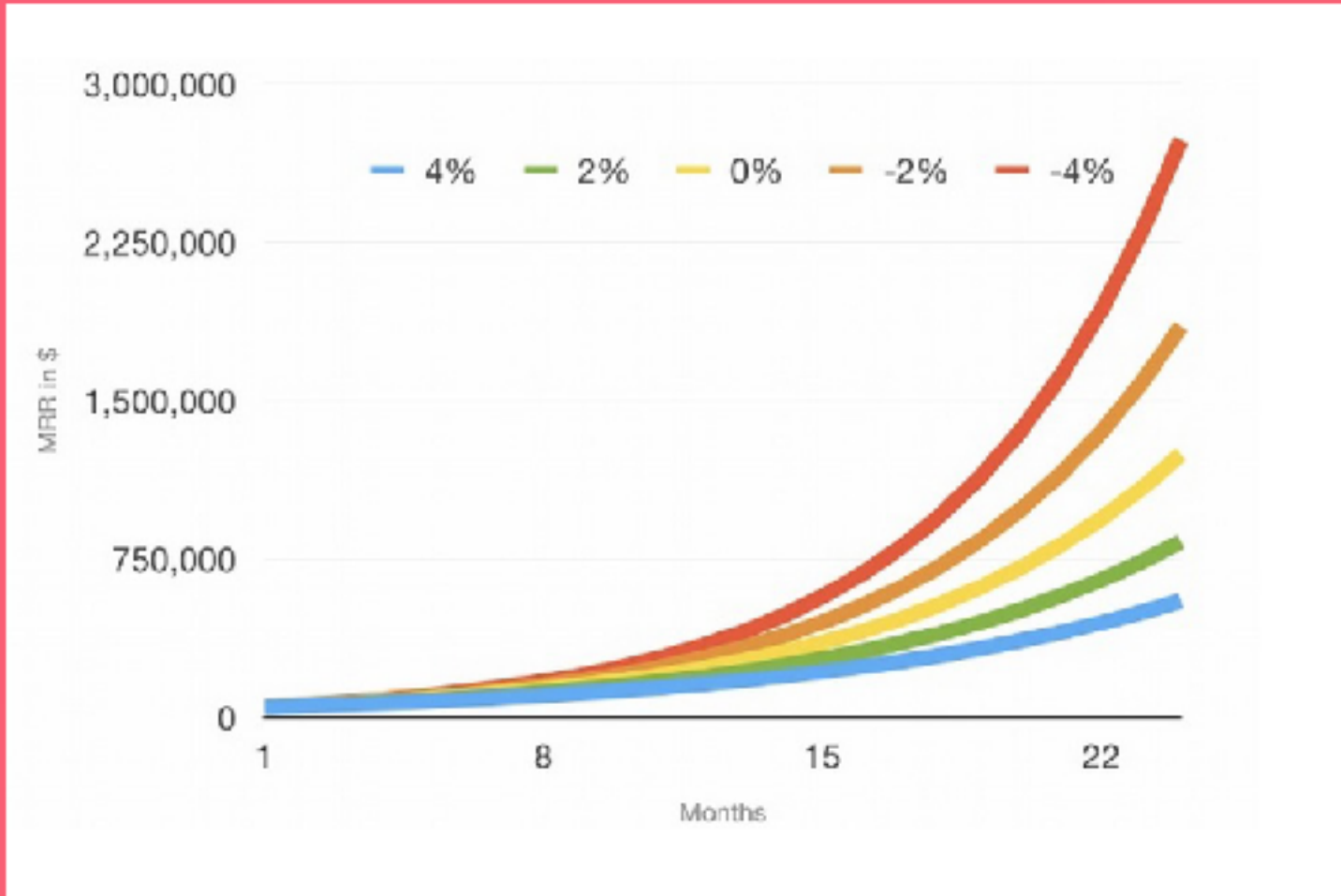
А может оно мне не надо?

Google Search volume for “Customer Success”





Churn's Impact on Revenue Growth



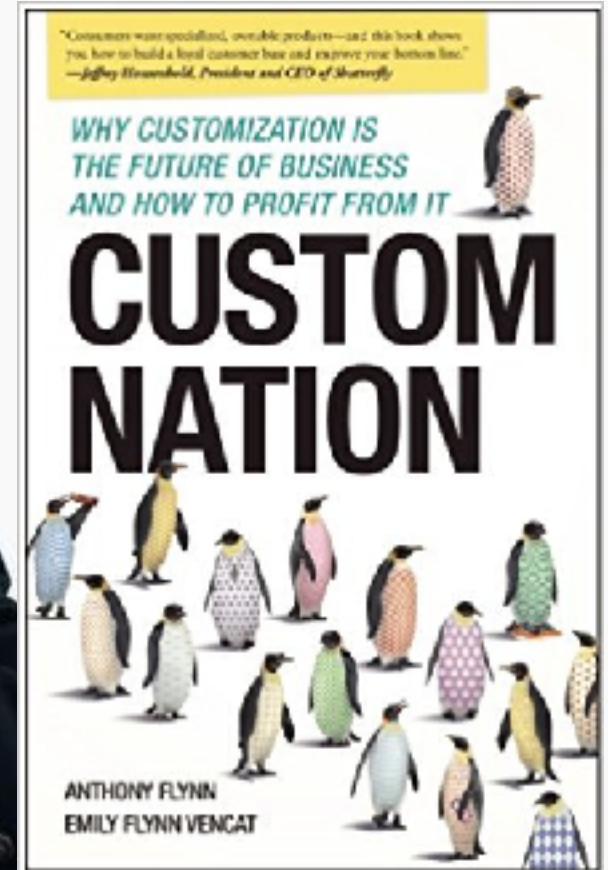
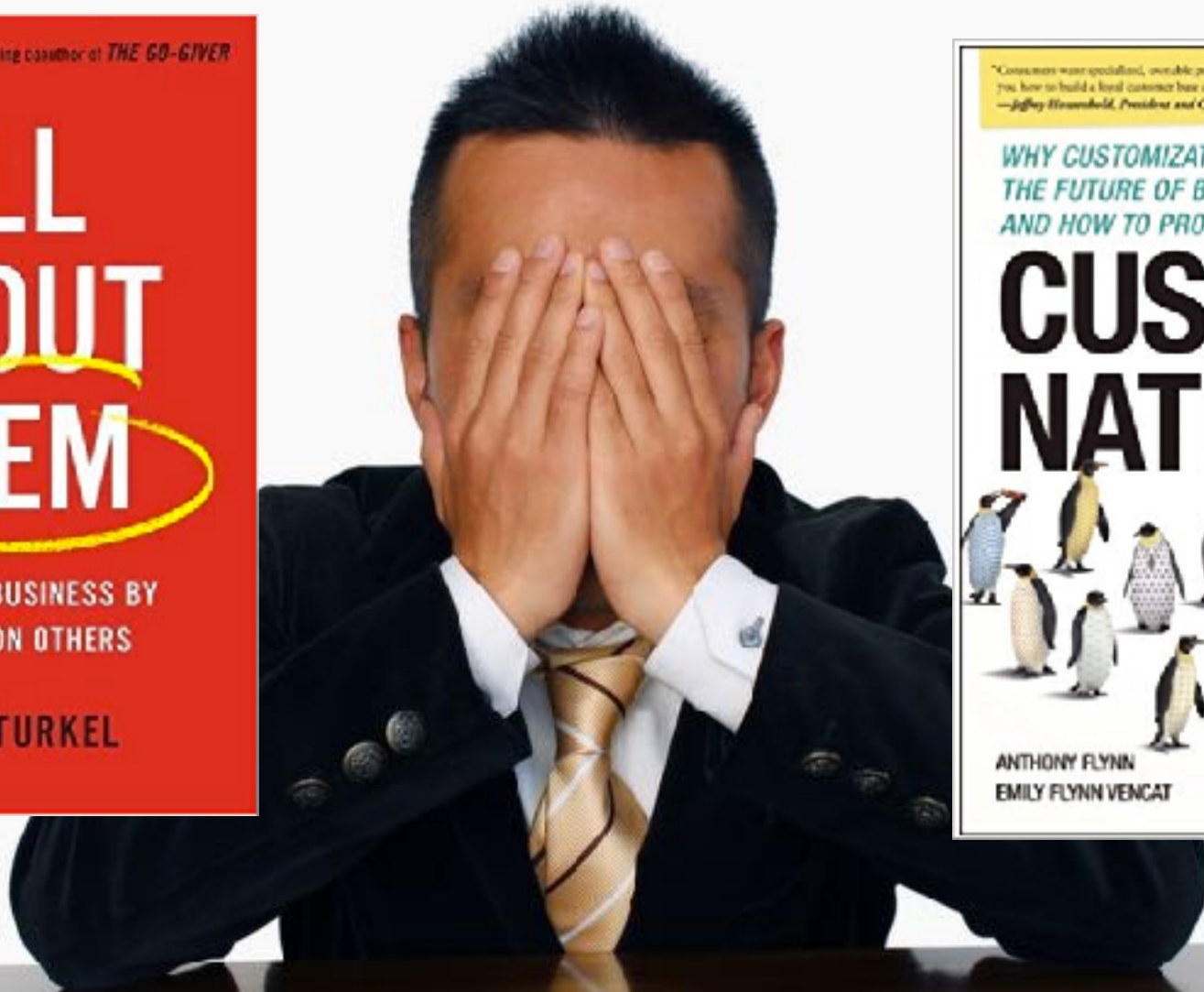
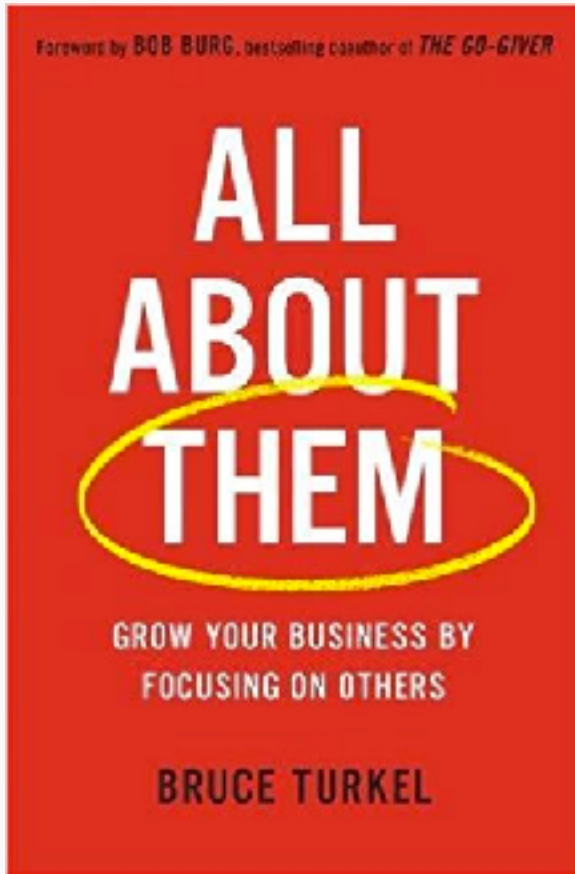


Gartner®

**85% бизнесов к 2020 будут
конкурировать
исключительно за счет
пользовательского
опыта.**



КНИГИ: ЧТИВО





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Thank You!

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