

Surprising Ideas, Deadly Fallacies, & Essential Insights for CS



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CEO

Client Velocity

platinum sponsor



3 SURPRISING IDEAS

3 DEADLY FALLACIES

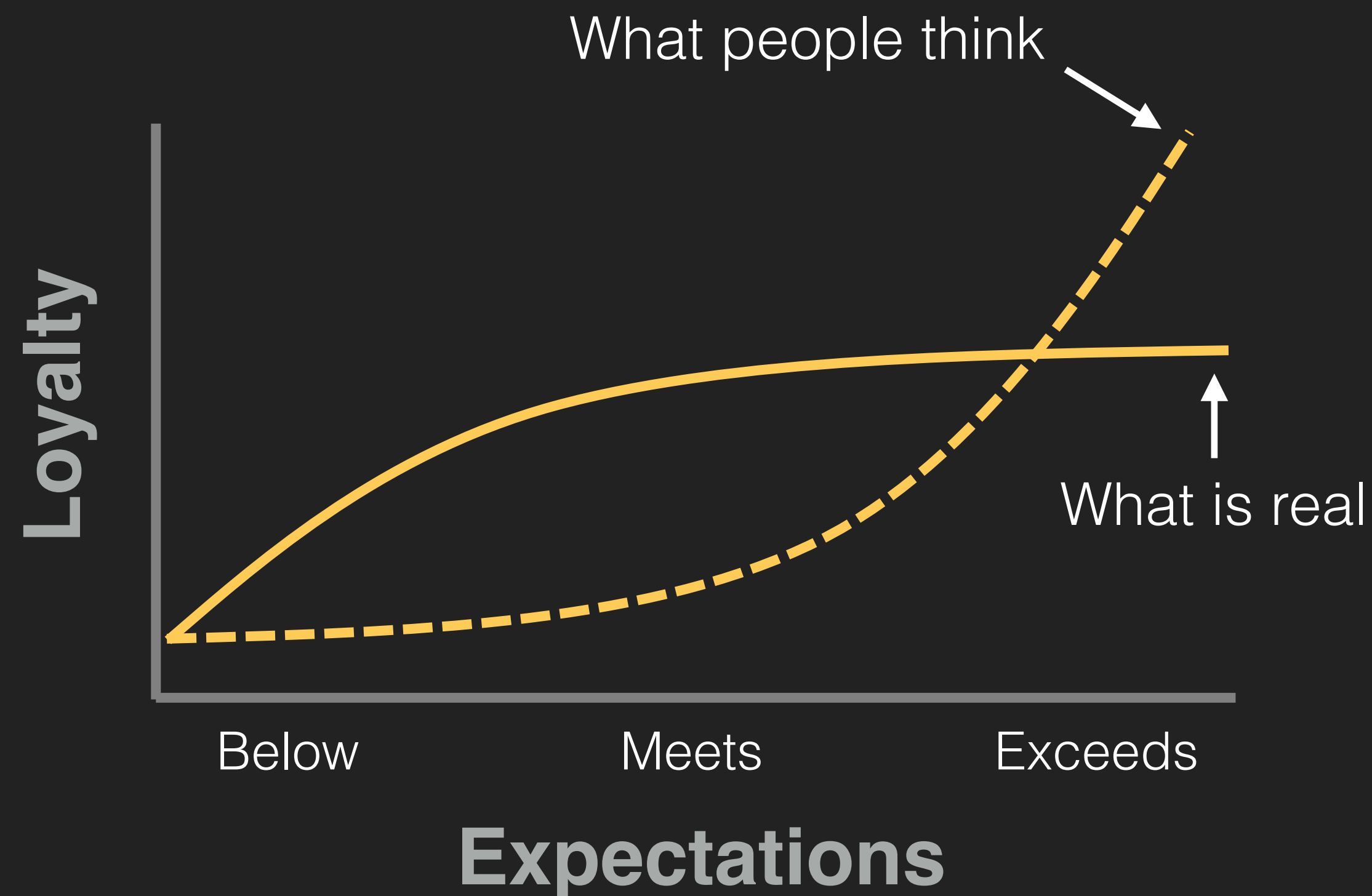
3 ESSENTIAL INSIGHTS

CONVENTIONAL METHODS DRIVE CONVENTIONAL RESULTS

IDEA 1:

**CUSTOMER HAPPINESS
DOESN'T PAY**

Delight ≠ Loyalty



IDEA 2:

**YOUR PRODUCT
DOESN'T CREATE VALUE**

CUSTOMERS SUCCEED WHEN THEY
CHANGE HOW THEY WORK.
THAT'S WHY OUR MOST IMPORTANT
"PRODUCT" IS OUR EXPERTISE.

IDEA 3:

**YOUR CUSTOMER DOESN'T
WANT YOUR PRODUCT**

People don't want to buy a quarter-inch drill. They want a quarter-inch hole.

Theodore Levitt

IDEAS:

1 SUCCESS NOT HAPPINESS

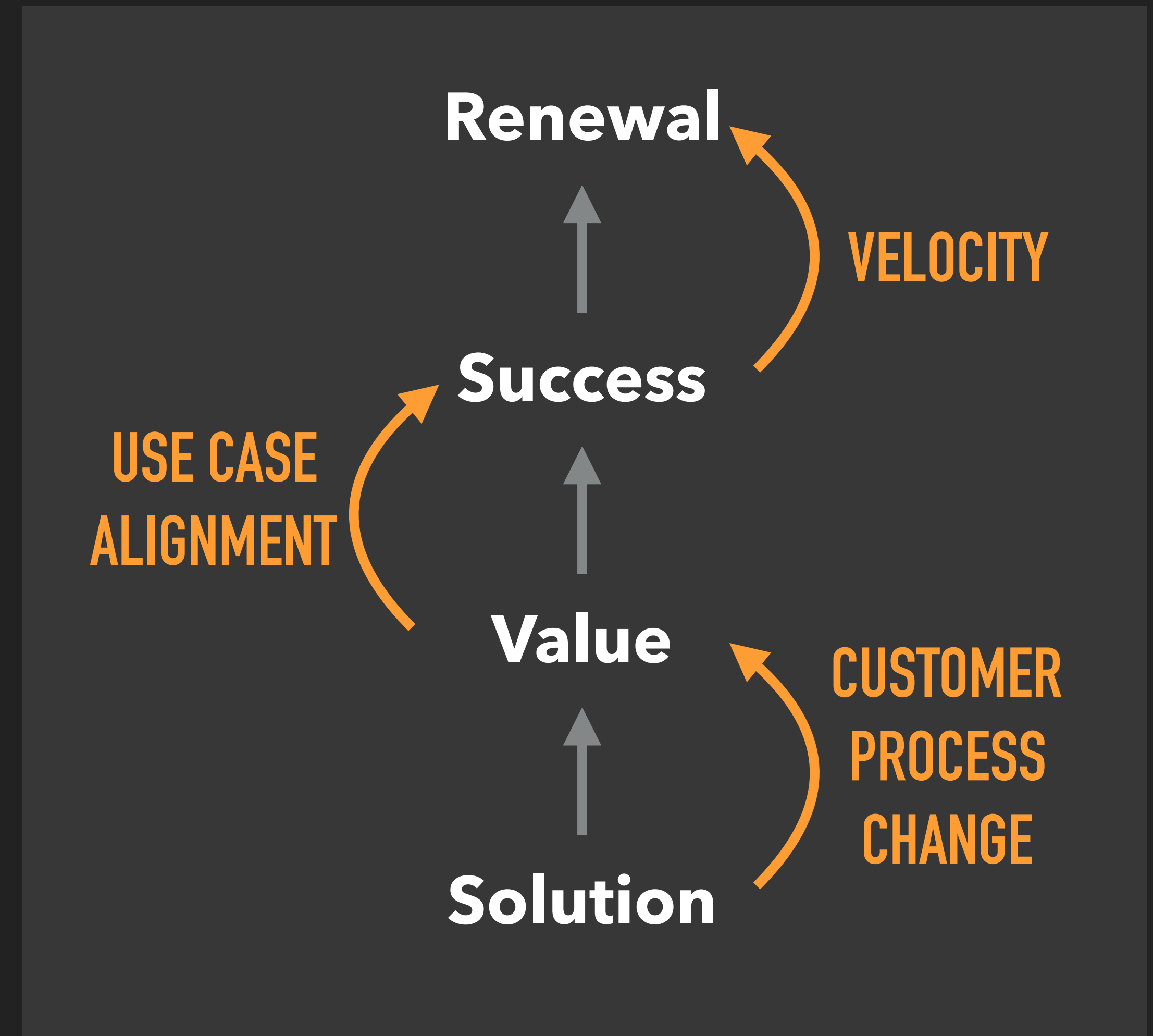
2 BEHAVIOR NOT TECHNOLOGY

3 BENEFITS NOT FEATURES

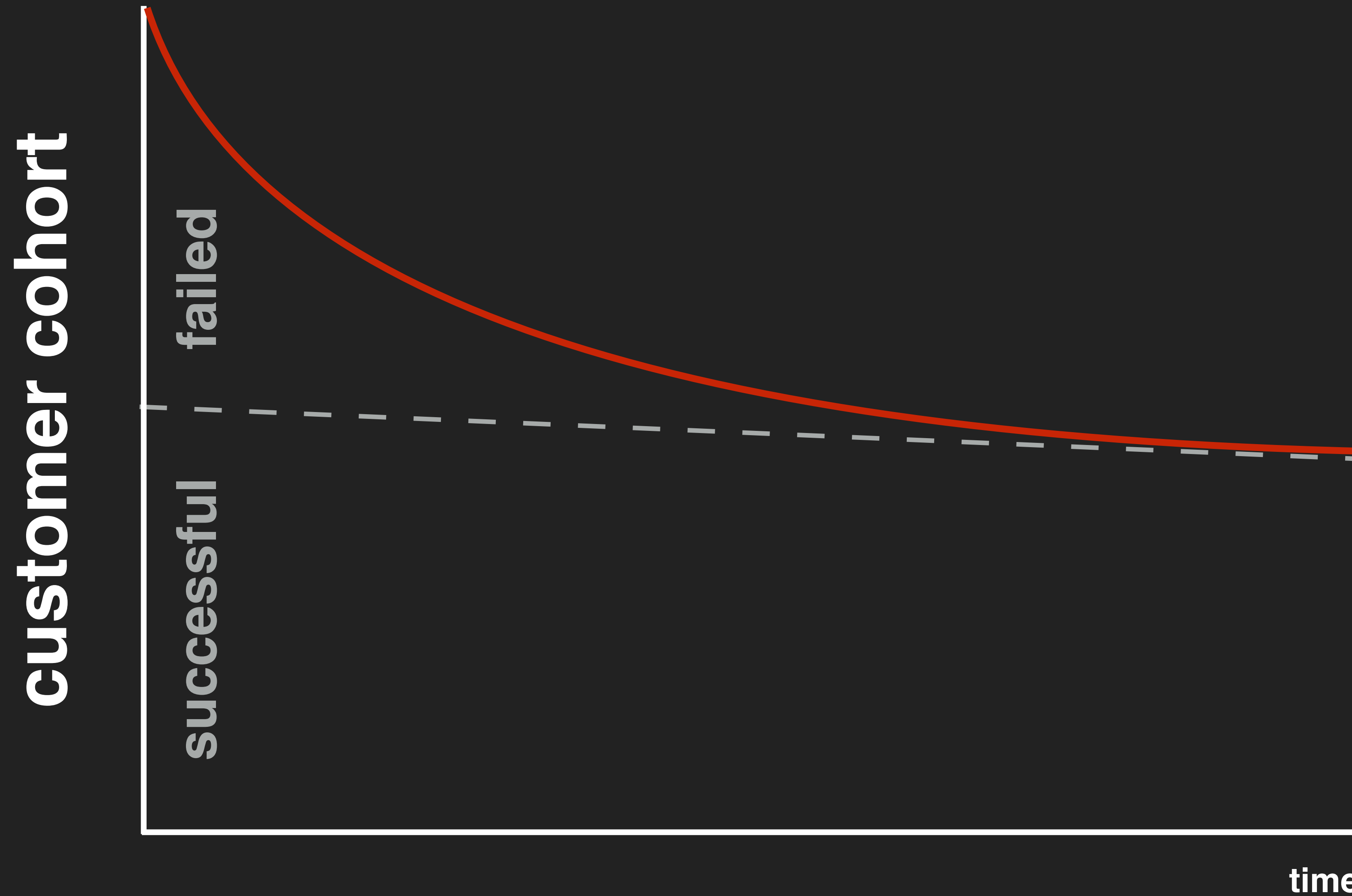
3 DEADLY FALLACIES

real
The Causal Chain of Customer Success

1. Solution produces value
plus process change
2. Value drives success
plus use case alignment
3. Success leads to renewal
plus velocity



CHURN DYNAMICS

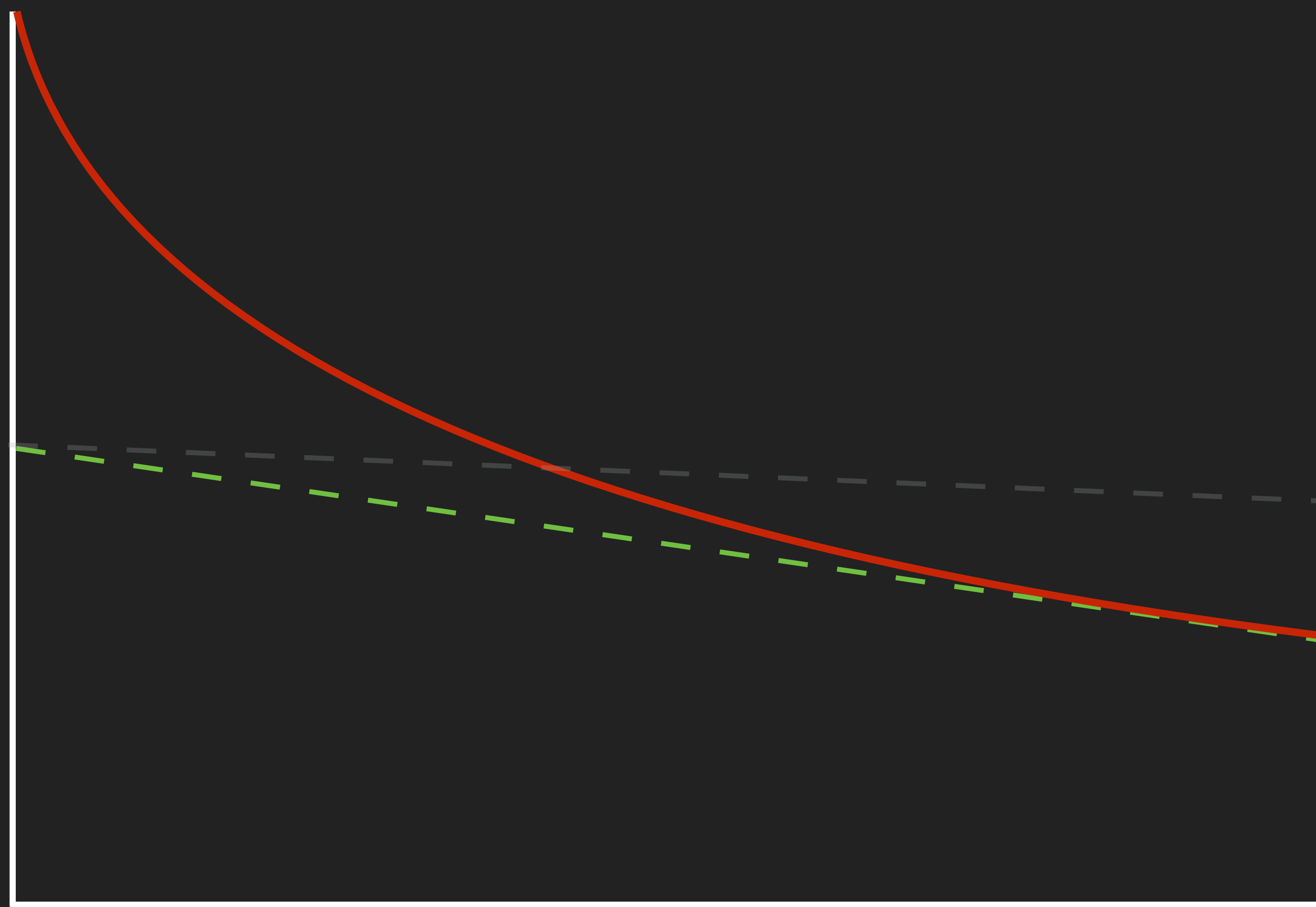


CHURN DYNAMICS

Affinity ①



Bonding ②



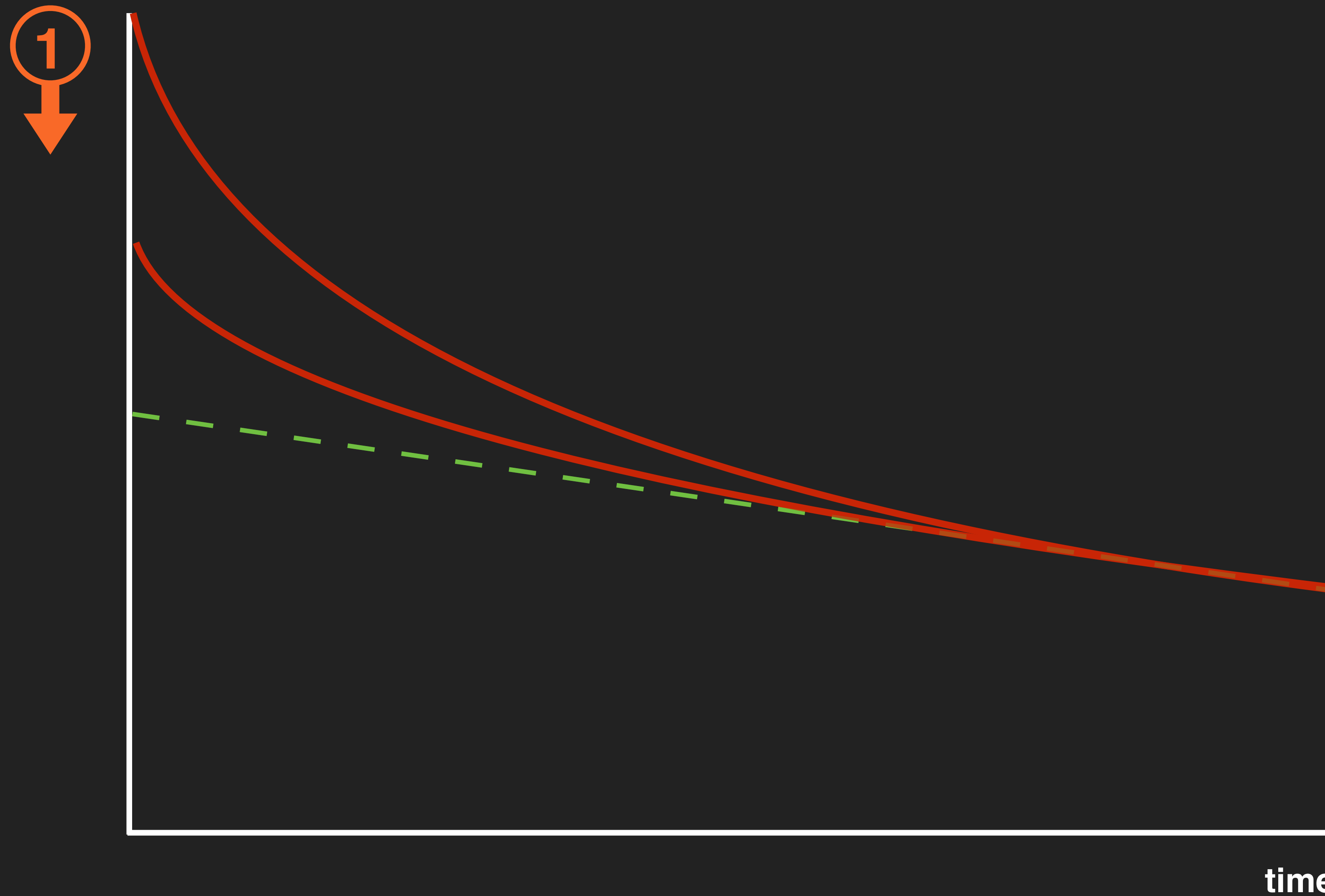
③ Velocity

INSIGHT 1:

EARLIER IS

EXPONENTIALLY BETTER

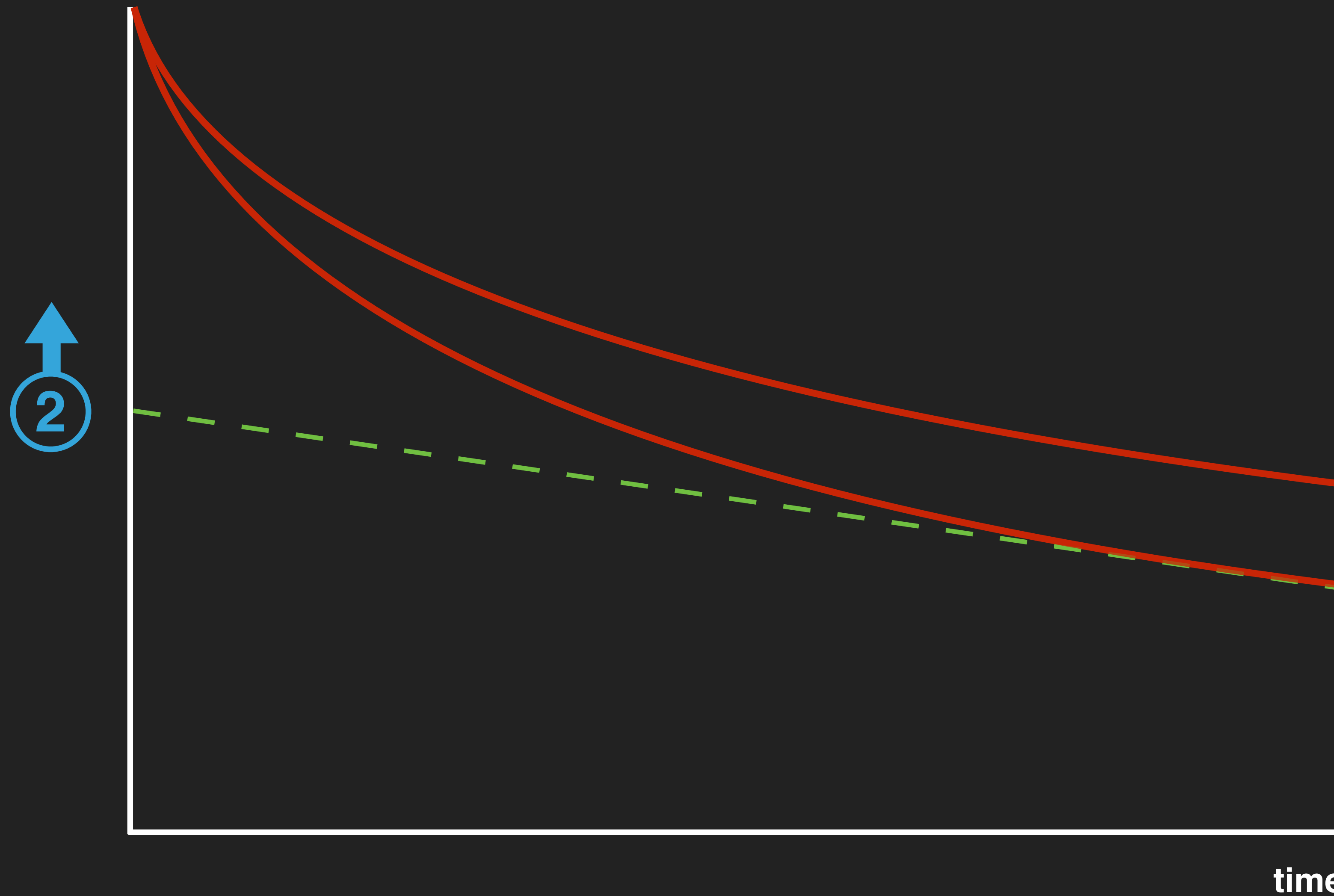
AFFINITY: CUSTOMER FIT



INSIGHT 2:

**STUDY SUCCESS
NOT FAILURE**

BONDING: BEHAVIOR CHANGE

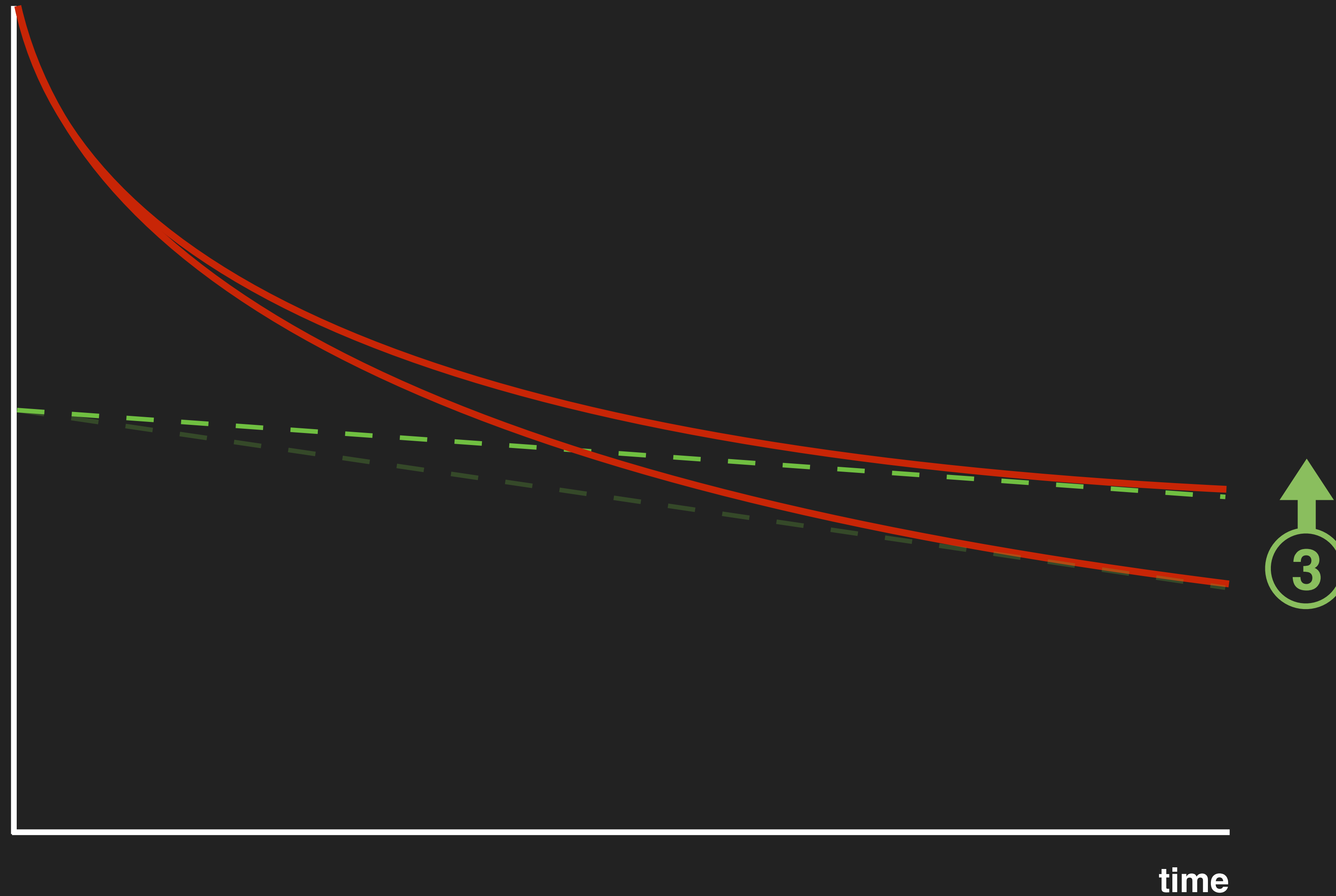


INSIGHT 3:

**CUSTOMERS WHO ARE
EXPANDING ARE RENEWING**

VELOCITY: EXPAND TO RENEW

CV Client Velocity



1 AFFINITY: USE CASE FIT

2 BONDING: BEHAVIOR CHANGE

3 VELOCITY: EXPAND TO RENEW

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THANK YOU

