

CUSTOMER SUCCESS LEADERSHIP BOOTCAMP

Building, Launching and Managing a Customer Advisory Board

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ClientSuccess

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A customer advisory board or CAB, is a group of selected customers that a company invites to serve as a counsel who will collaborate with a company to align on product innovation, discuss the market and business strategy, and to review marketing messaging.

TYPES OF ADVISORY BOARDS

ADVISORY BOARD

Board made up of market leaders and influencers who will help shape your business, messaging and product through the lens of the market and its movement.



CUSTOMER ADVISORY BOARD

Board made up of strategically selected customers who are familiar with the market, your business and product who are willing to advise and collaborate with you as they are likely advocates of your brand.

PRODUCT ADVISORY BOARD

Board made up of influencers and leaders who will be influential in the validation and creation of your product. They will likely have a pulse on your end users and their challenges as well as the competitive landscape.



6 REASONS CAB'S FAIL



UNREALISTIC EXPECTATIONS

It's critical that everyone involved is aligned on the expectations of the CAB and that the expectations are reasonable.



LACK OF EXECUTIVE SUPPORT

A CAB is not a bottoms up initiative. This program will require, time, resources and funding from your CEO as well as other cross-functional leaders.



NO CLEAR OWNERSHIP

While everyone plays a role in the success of a CAB, it's critical to have someone who is responsible for running and executing the program.



POOR MEMBER EXPERIENCE

It's important to consider the participants and to ensure that the program is designed with them in mind. Make sure to make this mutually beneficial.



SHORT TERM THINKING

Don't get lost in the short term goals; if orchestrated well the CAB should have immense value for the organization down the road.



POOR EXECUTION

Great ideas require great execution. Once you've designed your program, it's critical that you commit to and focus on execution.

GETTING STARTED WITH YOUR CAB



GET CLEAR ON OBJECTIVES



ALIGN ON OWNERSHIP



OUTLINE THE PROGRAM FRAMEWORK



RECRUIT MEMBERS



EXECUTE YOUR MEETING & FOLLOW UP



KEEP TRACK OF METRICS

GET CLEAR ON YOUR OBJECTIVE

1.

Get feedback
on the
product and
roadmap

2.

Gain insight
into the
market and
industry
trends

3.

Test Marketing
messaging and
positioning

4.

Build and
nurture
relationships
with strategic
key
influencers
and brands

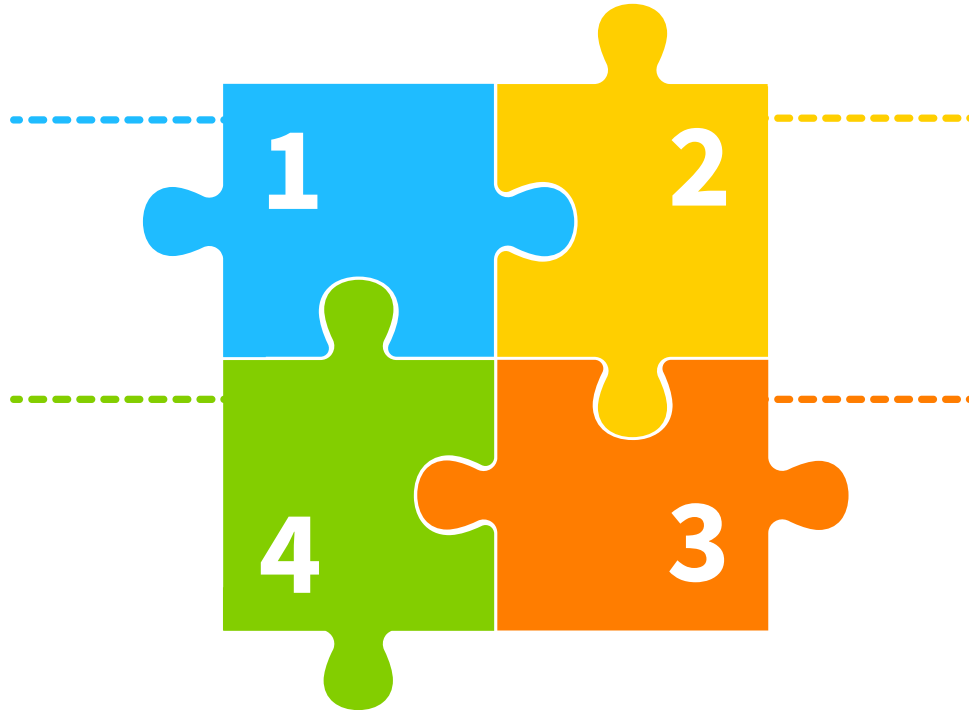
ALIGN ON OWNERSHIP

PRODUCT

If you are looking for more around product insight and roadmap innovation.

MARKETING

If you are looking for feedback on Marketing messaging and industry insights.



CS/CX

If you are looking for stronger partnerships, an increase in advocacy.

EXECUTIVE

If you are looking for all of these benefits and more, you may have the CAB live with the CEO.

REGARDLESS OF WHERE THE
CAB “LIVES”, EVERYONE
SUPPORTS THE CAB

OUTLINE THE PROGRAM FRAMEWORK



CADENCE

When designing your CAM program, determine the frequency in which you will meet. Do you plan to bring folks together quarterly, bi-annually, annually? There is no right or wrong but important to consider.



TYPE

Will your meetings be held in-person, virtually or some combination of both? The type of meeting you hold might impact members and participation so consider all aspects before locking into one type.



FORMAT

The format is equally important. Do you envision these being presentations with Q&A/discussion, do you see these as collaborative workshops or roundtables or will they be member lead?



DURATION

How long do you anticipate each meeting to be? 60 minutes, ½ day, full-day or a multi day affair. It's important in setting expectations to outline the time commitment to actively participate.



NEXT STEPS

What will next steps look like? Is there often work or asks of members outside of the CAB meeting cadence that they should consider. Research, collaboration, testing etc.

RECRUIT MEMBERS

CUSTOMER ADVOCATES

Identify your most focal customers who see feedback as a gift. They want you to be successful and believe your relationship is a true partnership.



INDUSTRY INFLUENCERS

Customers or not, these individuals are seen as thought-leaders in their space and are highly influential with their community.



POWER USERS

These product end users know more about your product than your product team. They are in your solution all day and on your ideas board all night. They know what you do and what you should do to get the most from your solution.



MARKET LEADERS

These executives are high-performing leaders with a track record of impact and success in your market. They have served at companies of all sizes and stages and know how to lead.



BOARD MEMBERS

If your board of investors has some industry or market experts and you see value in your strategic relationship, it might make sense to invite them to participate.



LANDSCAPE LUMINARY

Know someone who has experience with multiple solutions in your market, who would be able to provide insight into other tools and solutions? This person's insight might be hugely valuable.



MEMBERSHIP THINGS TO CONSIDER

HOW MANY MEMBERS

It's important to determine the right number of member for your board. Too many will be too much to manage and you won't get the benefit with too few.

GEOGRAPHIC LOCATION

If you are a global company, but 80% or more of your business comes from one location, you might want to consider targeting that region. Otherwise it's best to think about diverse representation.

COMPENSATION

Some board members, depending on the scope of the involvement, will expect compensation, or even equity in exchange for their participation.



REPRESENT YOUR ICP

It might make the most sense to have individuals to participate who come from your ICP companies as they will be the most familiar with your business objectives.

LEVEL AND EXPERIENCE

Are you looking to have representation from folks at all levels, ICs and Executives or just one or the other? Depending on the format of the engagements, this might be important to align on to ensure the right discussions are taking place.

TERM LENGTH

How long is a board member seat good for? 1 year, 2 years ... indefinitely? It's important to determine how long the engagement should last and can you maintain a mutually beneficial relationship for that duration of time.

EXECUTING YOUR MEETINGS

PREPARATION

Make sure to effectively manage communication and logistics as meetings are approaching.

NEXT STEPS

Clearly outline all next steps, regardless of ownership. Your board members should know what to expect from their participation.



ALIGNMENT

Make sure that all members of your CAB are aligned on the specifics on how you will run and manage your CAB, this will ensure cooperation and participation from everyone.

EXECUTION

Day of, make sure to have accounted for everything to facilitate the appropriate meeting and discussion. Leverage the participation of all key internal stakeholders.

FOLLOW UP

Make sure to follow up in a timely manner, leading with gratitude and appropriate details. If possible facilitate communication on your next intended meeting.

MONITOR YOUR METRICS

RETENTION



NPS



57

ADVOCATES



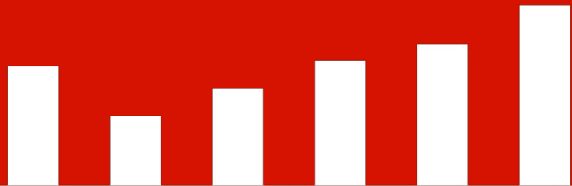
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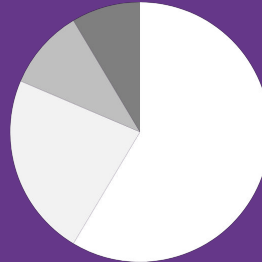


1,525,000

GROWTH



PROSPECTS



PRODUCT ADOPTION



\$100,000.00

THANK YOU