CUSTOMER SUCCESS LEADERSHIP BOOTCAMP

DESIGNING AND LEVERAGING AN EFFECTIVE PRODUCT FEEDBACK LOOP TO DRIVE INNOVATION

TUESDAY, NOVEMBER 29, 2022
1PM EST/ 10AM PST

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IN ORDER TO DESIGN A PRODUCT YOUR CUSTOMERS WILL WANT, YOU HAVE TO **KNOW** WHAT THEY WANT.

BENEFITS OF CS AND PRODUCT COLLABORATION

STRONGER ADOPTION

If you are building and enhancing your product based on customer feedback your customers will get what they need increasing their use and adoption.

INCREASE IN ADVOCATES

Customers who are part of the innovation and roadmap of a product as well as see their ideas built have stronger brand affinity and are likely to be advocates.

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REVENUE GROWTH

Insight into what your customers need to be successful will generate new innovation that can be sold or upsold increasing your revenue growth.
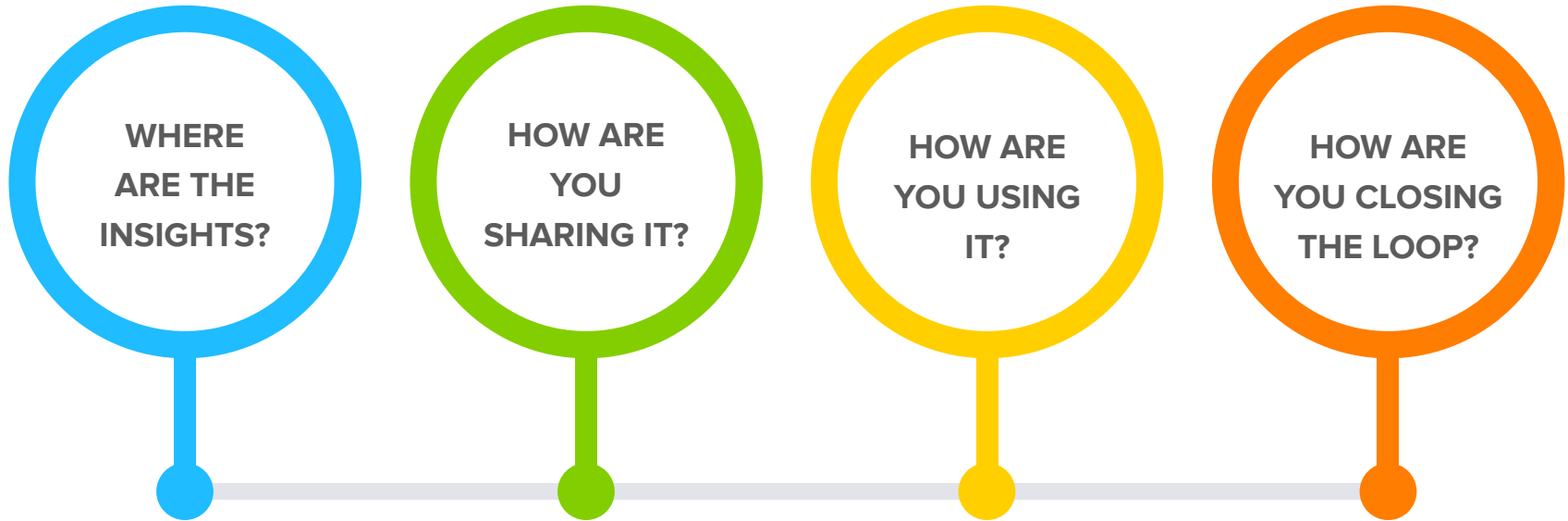
RETENTION!

If your customer feel heard, if they are part of your innovation, if you are building product they need and want to use - they are likely to stay customers longer.

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STRUCTURE YOUR PROGRAM

WHERE ARE THE INSIGHTS?

HOW ARE YOU SHARING IT?

HOW ARE YOU USING IT?

HOW ARE YOU CLOSING THE LOOP?

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COLLECTING CUSTOMER INSIGHTS

VOC INITIATIVES

Customer interviews, surveys, chat social media, reviews, NPS, feedback forms etc.

PRODUCT USAGE REPORTS

Usage data and insight rights on how your customers are using your product.

SUPPORT TICKETS

You can uncover themes from support tickets - what parts of the product do customers struggle with.

ENGAGEMENTS

Conversations with your customers can uncover product feedback, sentiment and needs.

COMMUNITY

Conversations about your company and product are taking place with peers in forums.

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SHARING AND STORING CUSTOMER FEEDBACK

FEEDBACK TOOLS
Tools like Canny, Productboard, survey tools.

CRM
Keep track of all customer feedback in your CRM.

EXCEL/SHEETS
Track all customer feedback in a shared sheet or tracker.

CHAT
Using a chat tool like Teams or Slack to provide real time feedback on product.

TICKETS
Collect customer feedback in Jira or Zendesk to have a place to manage it over time.

CSP
Keep track of all product feedback in the customer success platform like ClientSuccess.

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PUT THE DATA TO WORK

BRING THE DATA TOGETHER

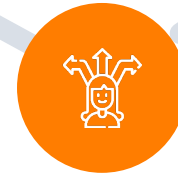Bring all of the customer data together into one place to better understand the needs.

CORRELATE IT TO IMPACT

Map out the feedback that drive the biggest business impact - revenue impacted, growth, retention etc.

COMMUNICATE

Communicate your intentions with the broader org. Let the appropriate teams know what the plan is so they can manage it.

FIND THEMES

Find common themes in the customer data and the product feedback.

MAKE YOUR DECISIONS

Determine what you are going to act on. Not all customer ideas make it to the roadmap.

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PRODUCT DRIVEN FEEDBACK PROGRAMS

PAB

- Establish a Product Advisory Board that allows your to ideate with your most engaged and insightful customers to design for the future.

BETA PROGRAMS

- Allow customer to have early access to new products in exchange for feedback and testing.

INTERVIEWS

- Invite customers to participate in product focused interviews to make sure that we have a clear understanding of their product ideas and needs.

ROADMAP TOURS

- Have formal discussions with customers about the future of your product. Get real time feedback and sentiment from your customer base to ensure you're headed in the right direction.

FACILITATING COLLABORATION

RECURRING CADENCE

- Recurring meetings to collect feedback from front line teams - can just be Customer Success or CS and Support
- Be tight on the meeting objective and agenda
- Ensure the right people are attending
- Clarity around next steps

ACCESS TO SAME INSIGHTS

- Ensure that Product Managers and Customer Success teams have access to the same information - this will help foster alignment
- Use the data to make decisions together
- Set up dashboards for ease of collaboration

SHARED OBJECTIVES

- Set objectives for the CS and Product teams - this could be around adoption, usage, or even retention
- Socialize performance around these shared goals early and often
- Hold teams accountable for performance

CLEAR R&R

- Make sure it is clear what the roles and responsibilities are for Product Managers and Customer Success Professionals
- Have a place to document conversations and engagements with customers so teams are always on the same page
- Educate customers on how to effectively partner with cross-functional team members - they should not run to PM's about product bugs

PRODUCT FEEDBACK MISTAKES TO AVOID

1.
DON'T ASSUME ALL PRODUCT FEEDBACK COMES THROUGH SOLICITED CHANNELS

2.
DON'T PREVENT PRODUCT FROM ENGAGING WITH CUSTOMERS

3.
DON'T TAKE IT PERSONAL

4.
DON'T FORGET TO SET PROPER EXPECTATIONS

5.
DON'T DEVIATE FROM YOUR VISION - STAY FOCUSED!

THANK YOU