JONATHAN KIM

CO-FOUNDER, & CHIEF PRODUCT OFFICER

APPCUES

Marrying Product & Customer Success

#CS100SUMMIT

Appcues

CO-FOUNDER & CPO

Jonathan Kim

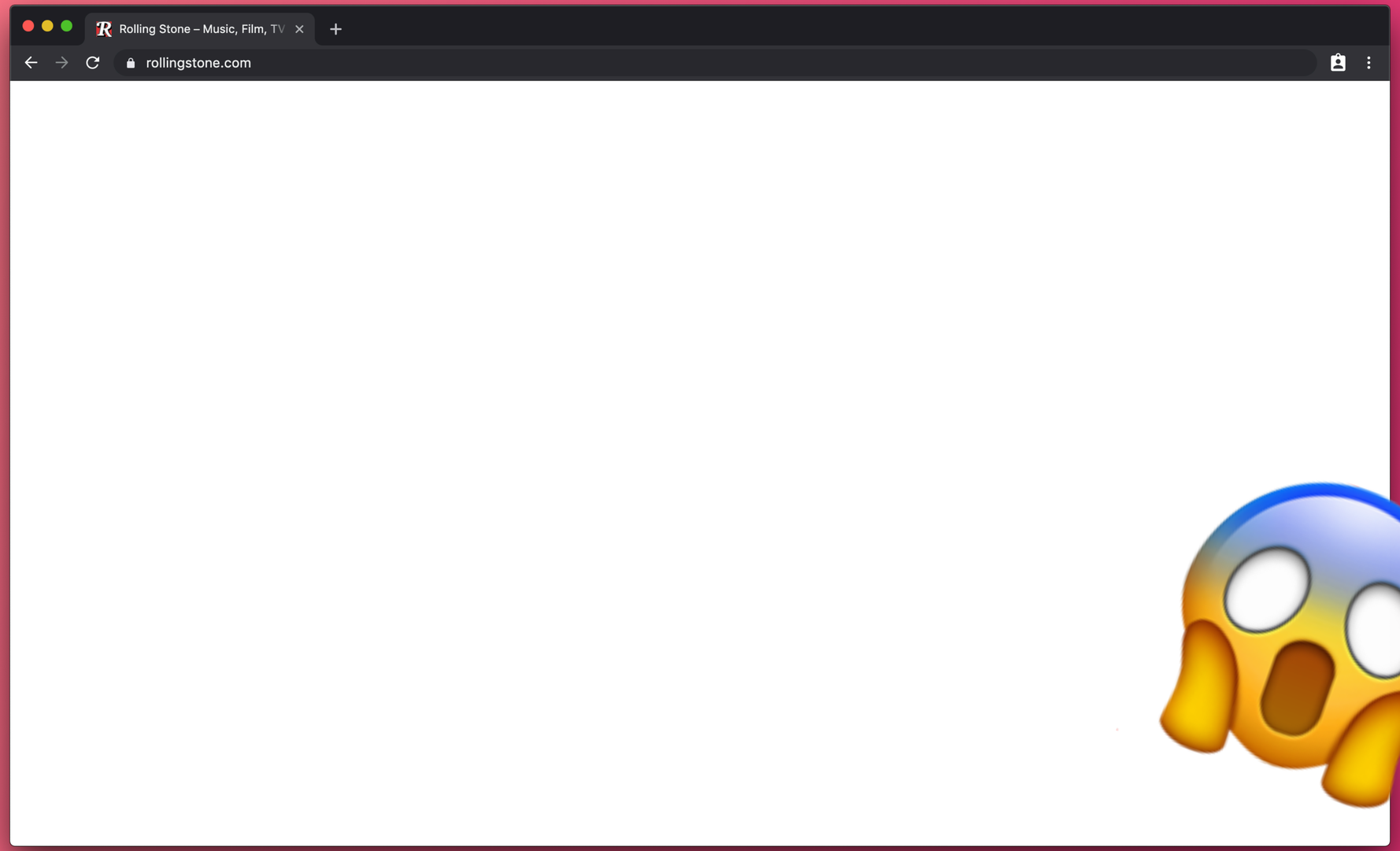
CS Product

~~Business~~ Marriage advice

Appcues	Founder	2013 - Now
HubSpot	Engineer	2011 - 2013
Performable	Customer Exp	2010 - 2011

RollingStone

Until one day...


Rolling Stone – Music, Film, TV
rollingstone.com

LESSON #1

The value of testing

LESSON #2

Being aligned on customer success doesn’t mean you’re great at it

Sound familiar?

▶▶ 10 years

Same problem, better tools

Still customer-centric, but now product-led

This changes how we all do our jobs, including customer success

Growth CSM

"Empowering the product to drive successful outcomes for the customer”

“...deep alignment with Product teams”

“...surface insights from the customer and pass them on to developers.”

"They have robust access to user-level product data.”

None | Minimum | Maximum

Minimum success:

don’t churn

Marketing	make the signup form longer
Sales	don’t sell to “bad fit” customers
Product	make it hard to leave
CS	put out fires

✋ This was us

👍 for your CFO

😕 for customers

Maximum success:
flourishing

Marketing	educate visitors better
Sales	give prospects more time to try
Product	make it delightful
CS	create customer value

Great companies do this

This mentality forces us to solve root causes instead of symptoms

EXAMPLE

Appcues’ evolving trial

30-DAY

14-DAY

0-DAY

But...

🤷-DAY

. . . .

And...

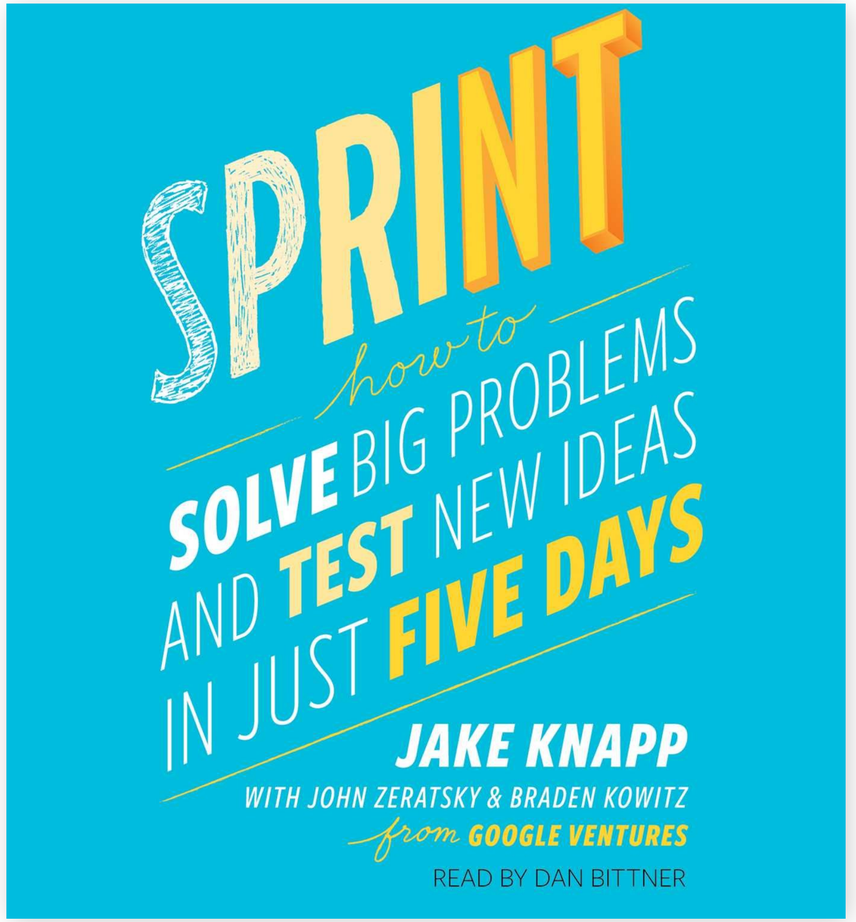
None | Minimum | Maximum

Partnering on the product, from concept all the way through launch and adoption

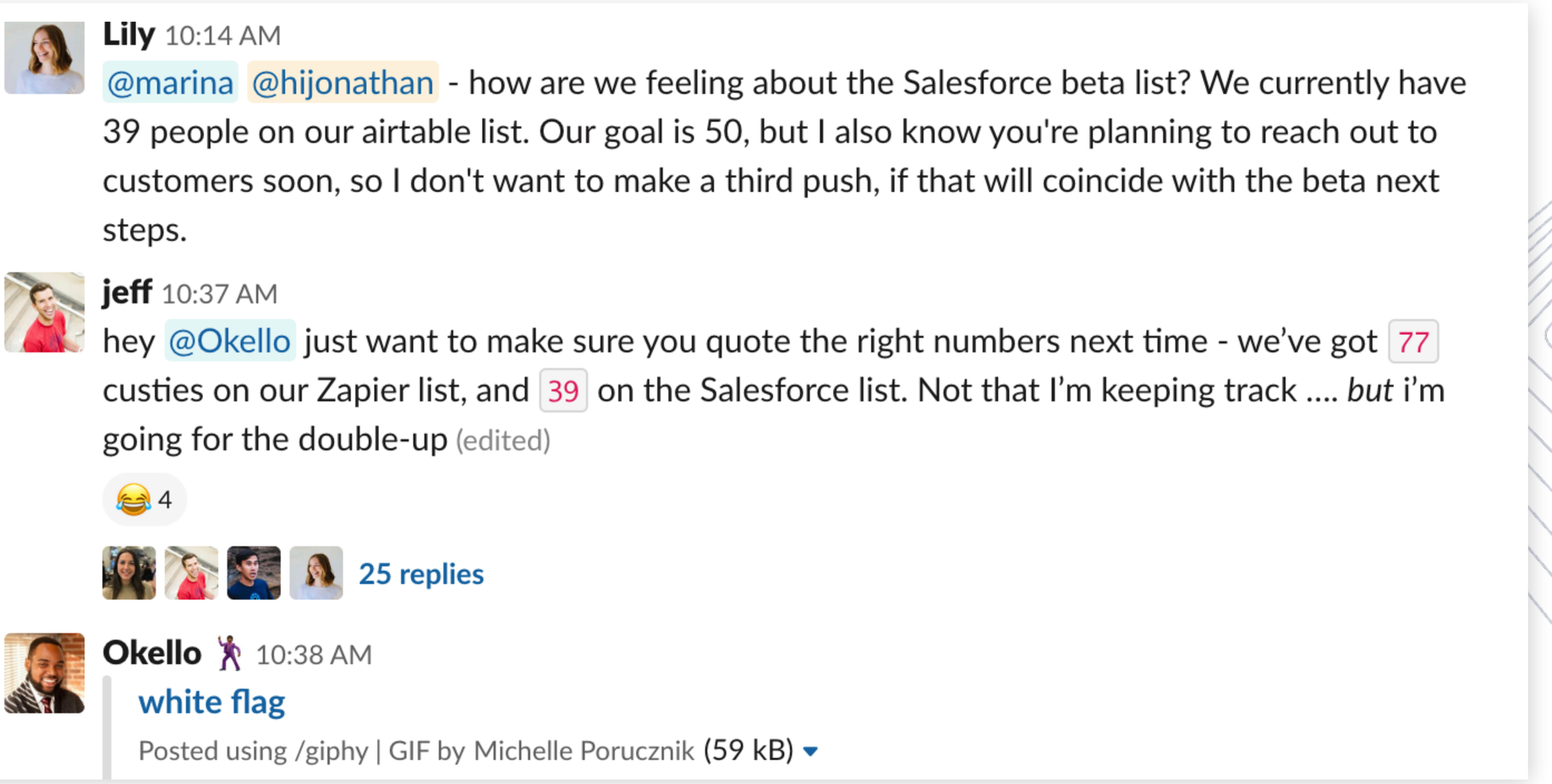
@Appcues

WE MEET TO SHARE FEEDBACK

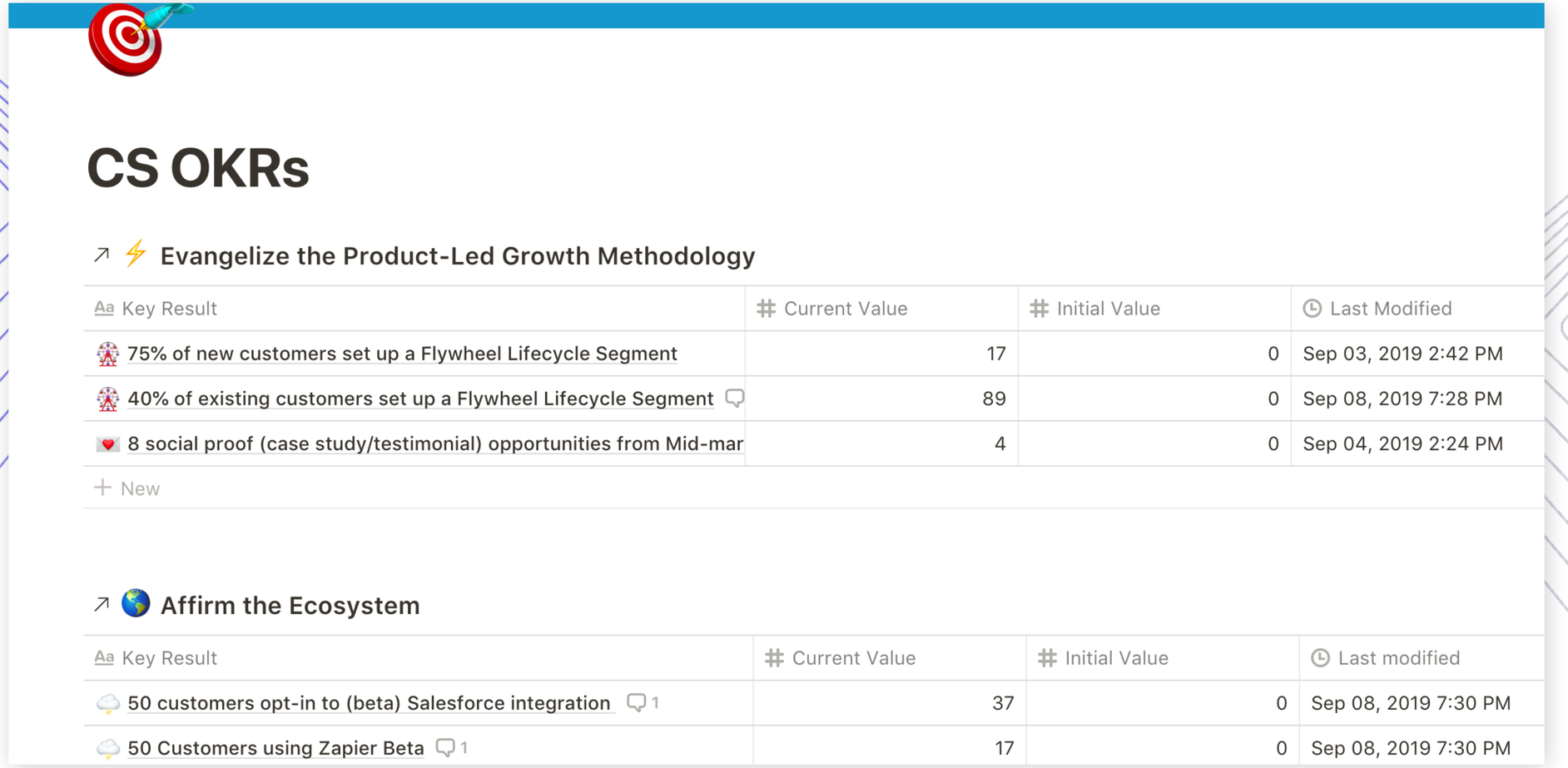
WE COLLABORATIVELY DESIGN FEATURES



WE PARTNER ON LAUNCHES



WE SET & SHARE GOALS TOGETHER



CS OKRs

↗ ⚡ Evangelize the Product-Led Growth Methodology

Key Result	Current Value	Initial Value	Last Modified
75% of new customers set up a Flywheel Lifecycle Segment	17	0	Sep 03, 2019 2:42 PM
40% of existing customers set up a Flywheel Lifecycle Segment	89	0	Sep 08, 2019 7:28 PM
8 social proof (case study/testimonial) opportunities from Mid-mar	4	0	Sep 04, 2019 2:24 PM

+ New

↗ 🌎 Affirm the Ecosystem

Key Result	Current Value	Initial Value	Last modified
50 customers opt-in to (beta) Salesforce integration 1	37	0	Sep 08, 2019 7:30 PM
50 Customers using Zapier Beta 1	17	0	Sep 08, 2019 7:30 PM

What’s product done for me?

Providing metrics & data

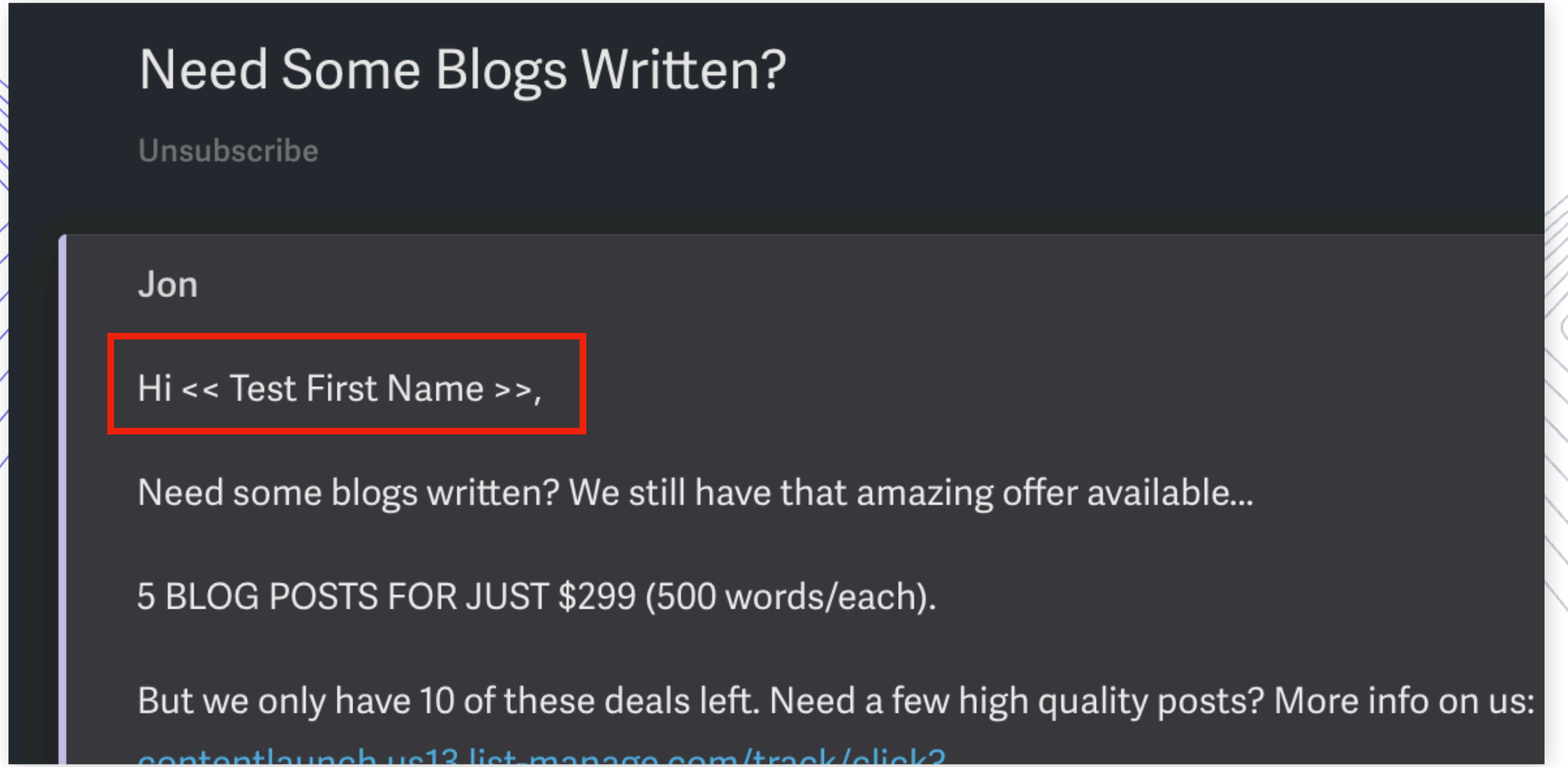
Activating tools to take action

Assisting with automation

The. List. Goes. On.

The pursuit of customer success is hotter than ever 🔥

BUT WE CAN'T RELY ON TOOLS ALONE



Don't be shy

CS Product

👋 Come say hi

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