



# JONATHAN KIM

CO-FOUNDER, & CHIEF PRODUCT OFFICER  
APPCUES



## Marrying Product & Customer Success



CO-FOUNDER & CPO  
**Jonathan Kim**



CS  Product





# ~~Business~~ Marriage advice







Appcues

Founder

2013 - Now



HubSpot

Engineer

2011 - 2013



Performable

Customer Exp

2010 - 2011



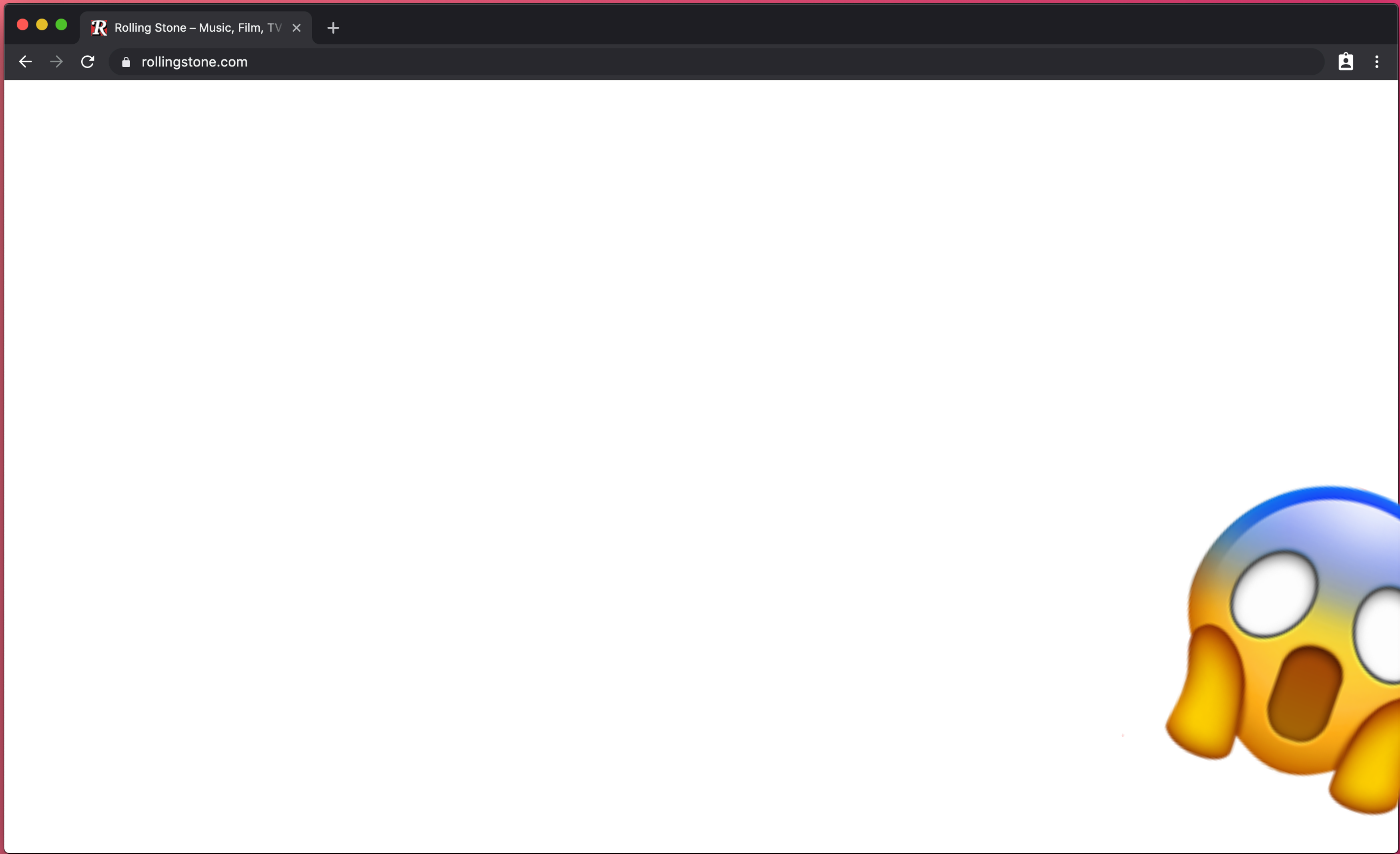
***Rolling Stone***





Until one day...





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**





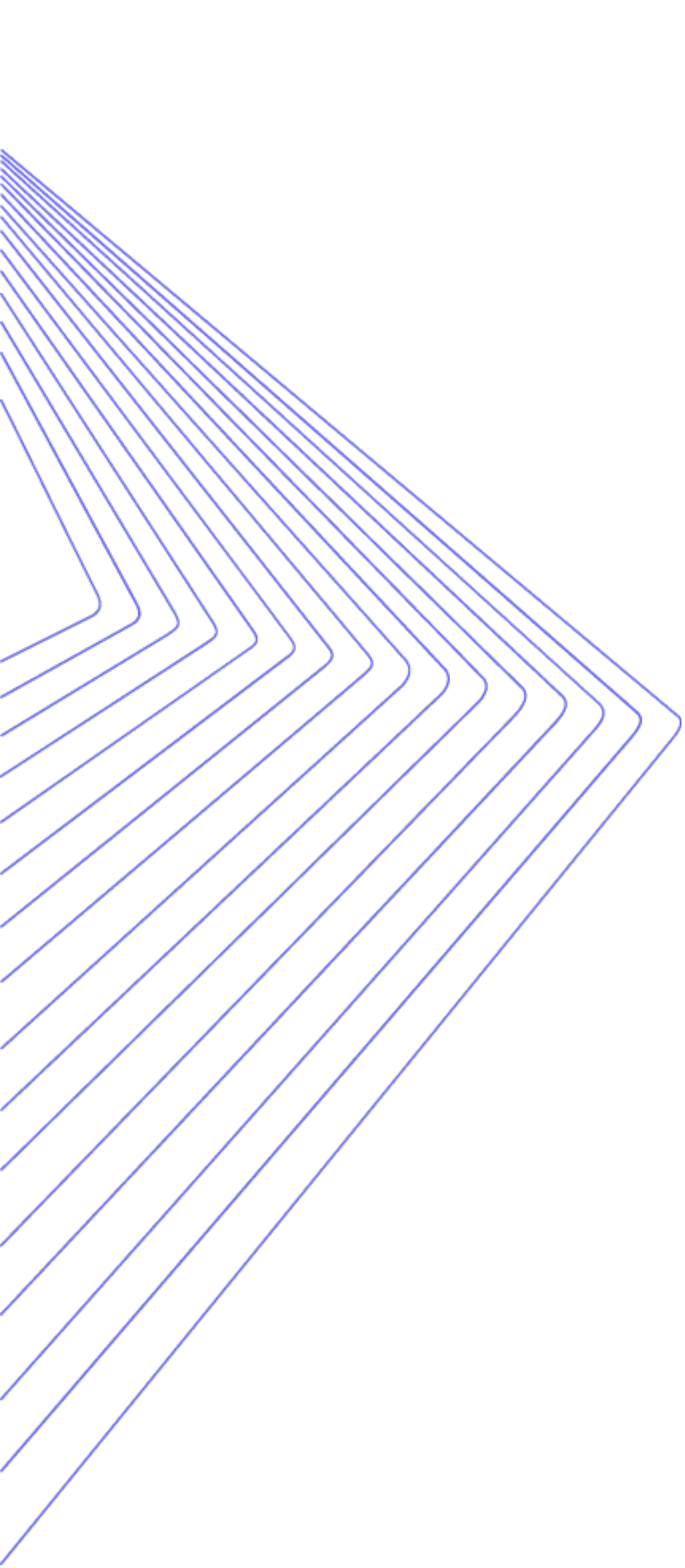
Still customer-centric, but  
now **product-led**





**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

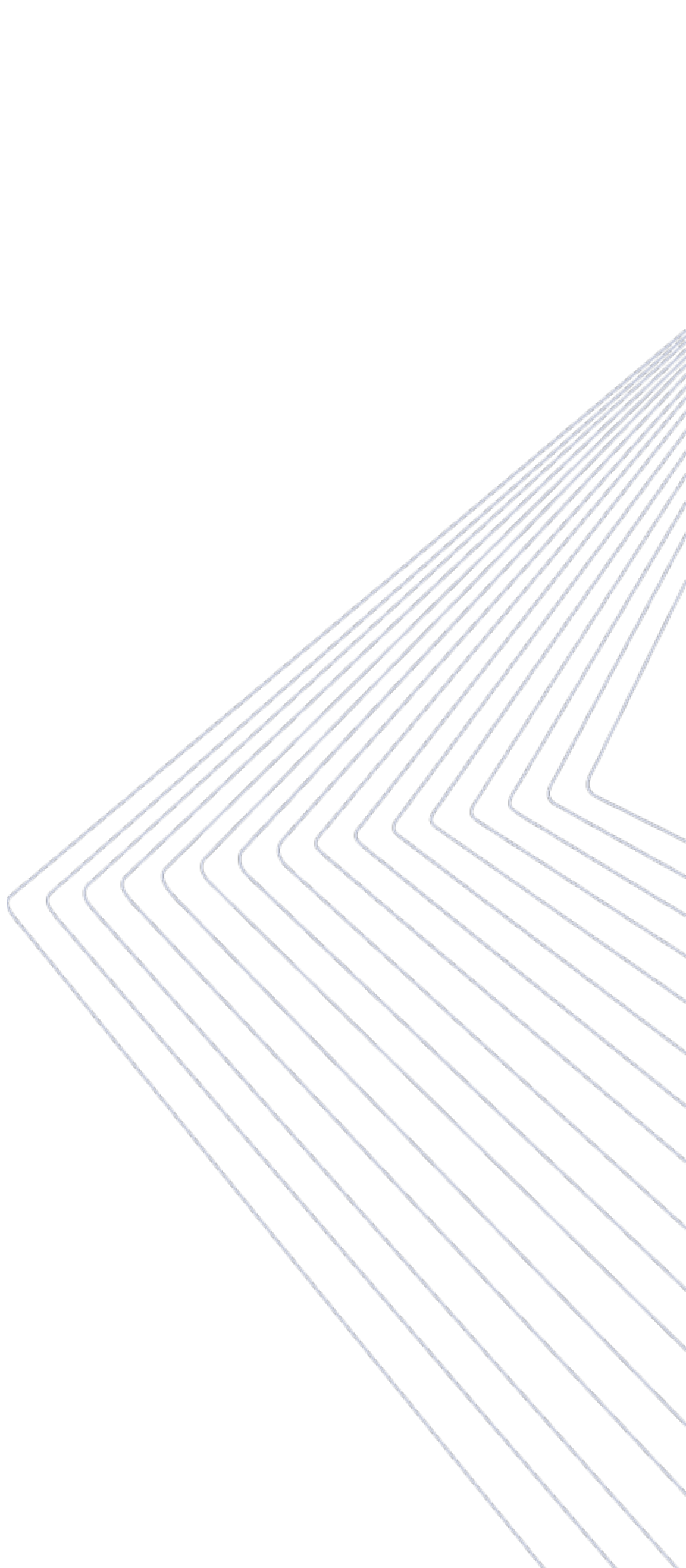
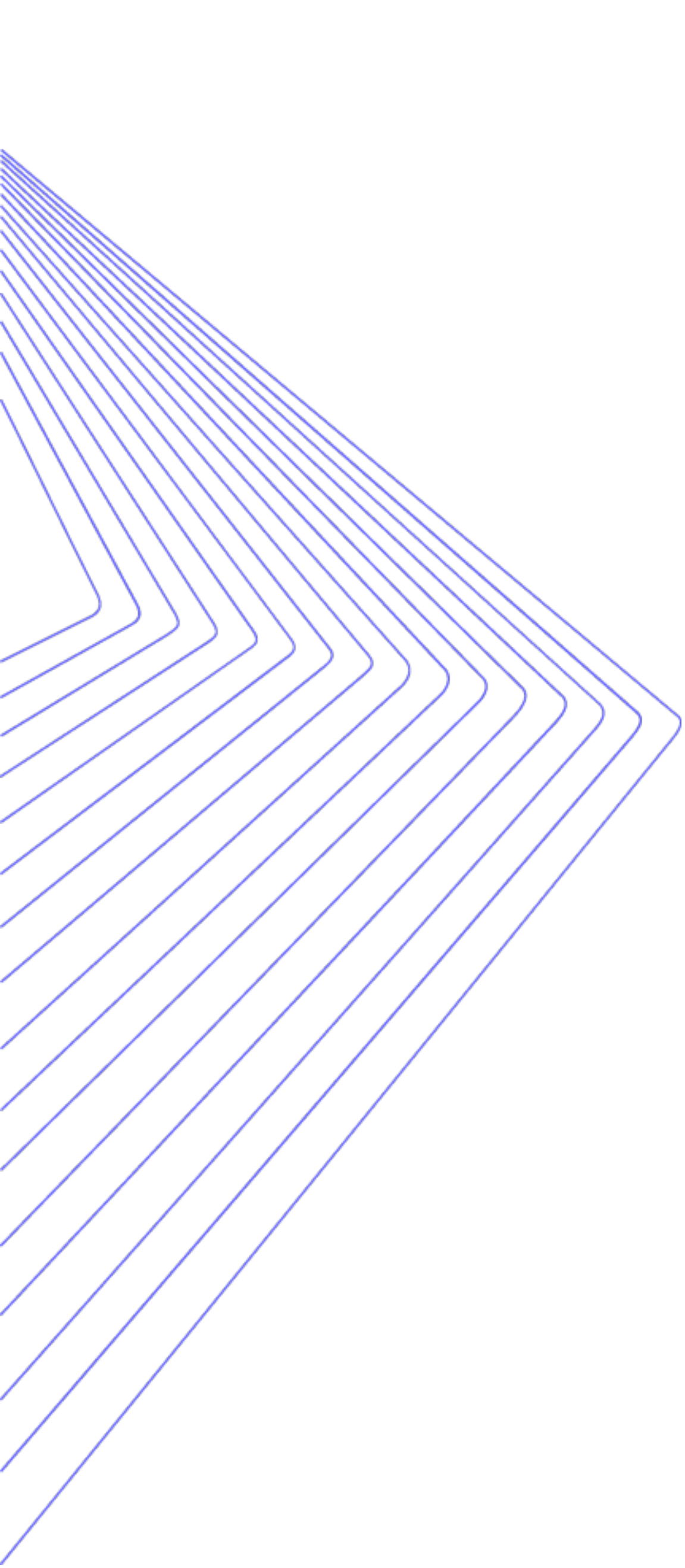


**Minimum**



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








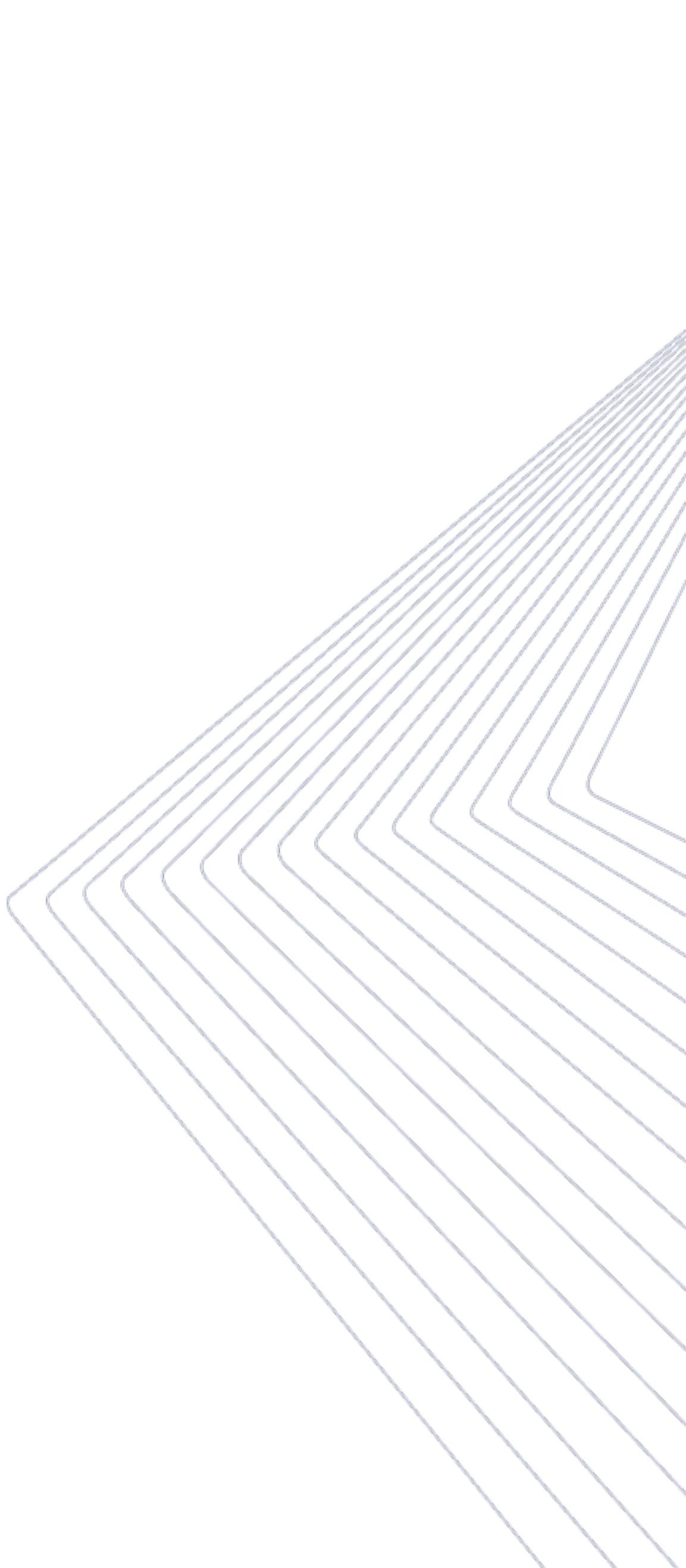
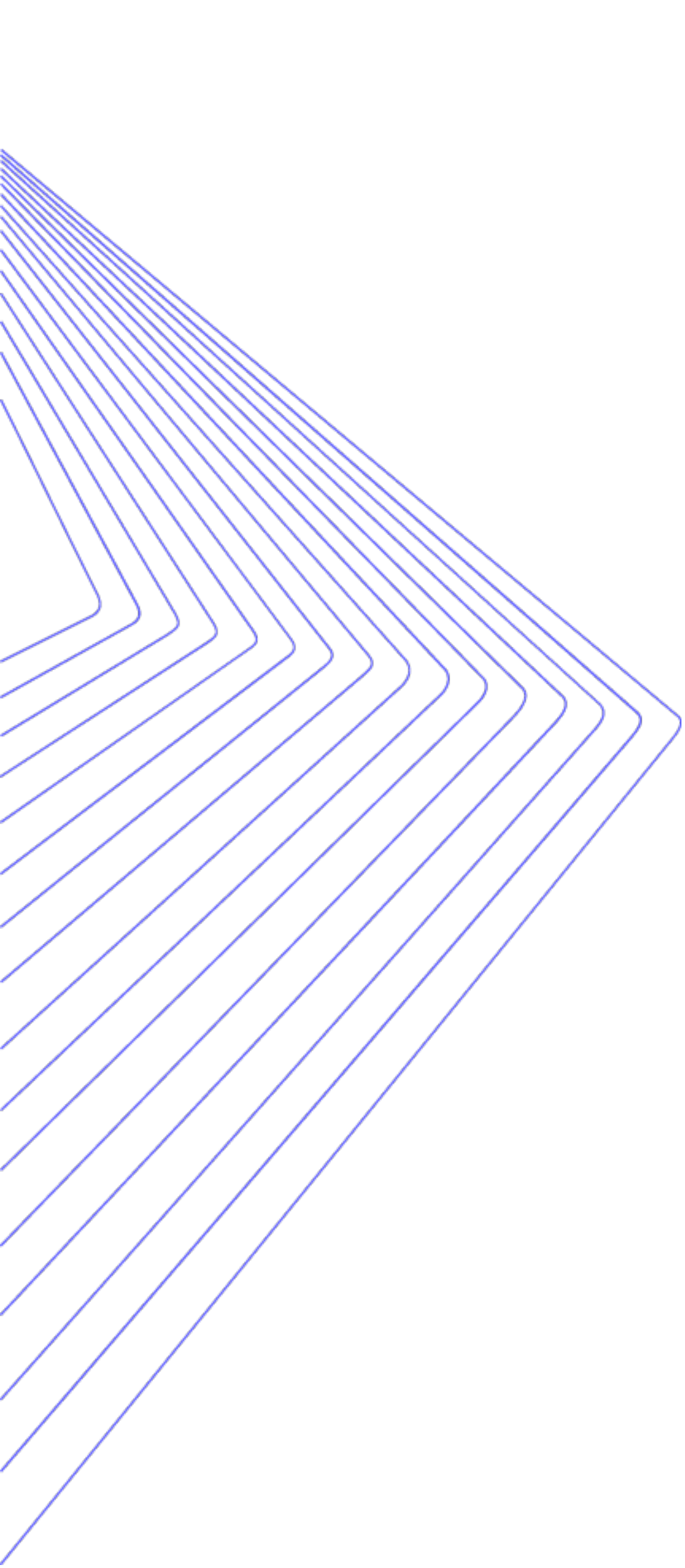
👋 **This was us**





 **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**

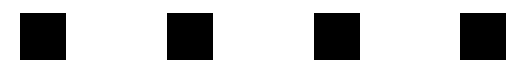




But...



🙄-DAY



And...



None



Minimum



Maximum



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



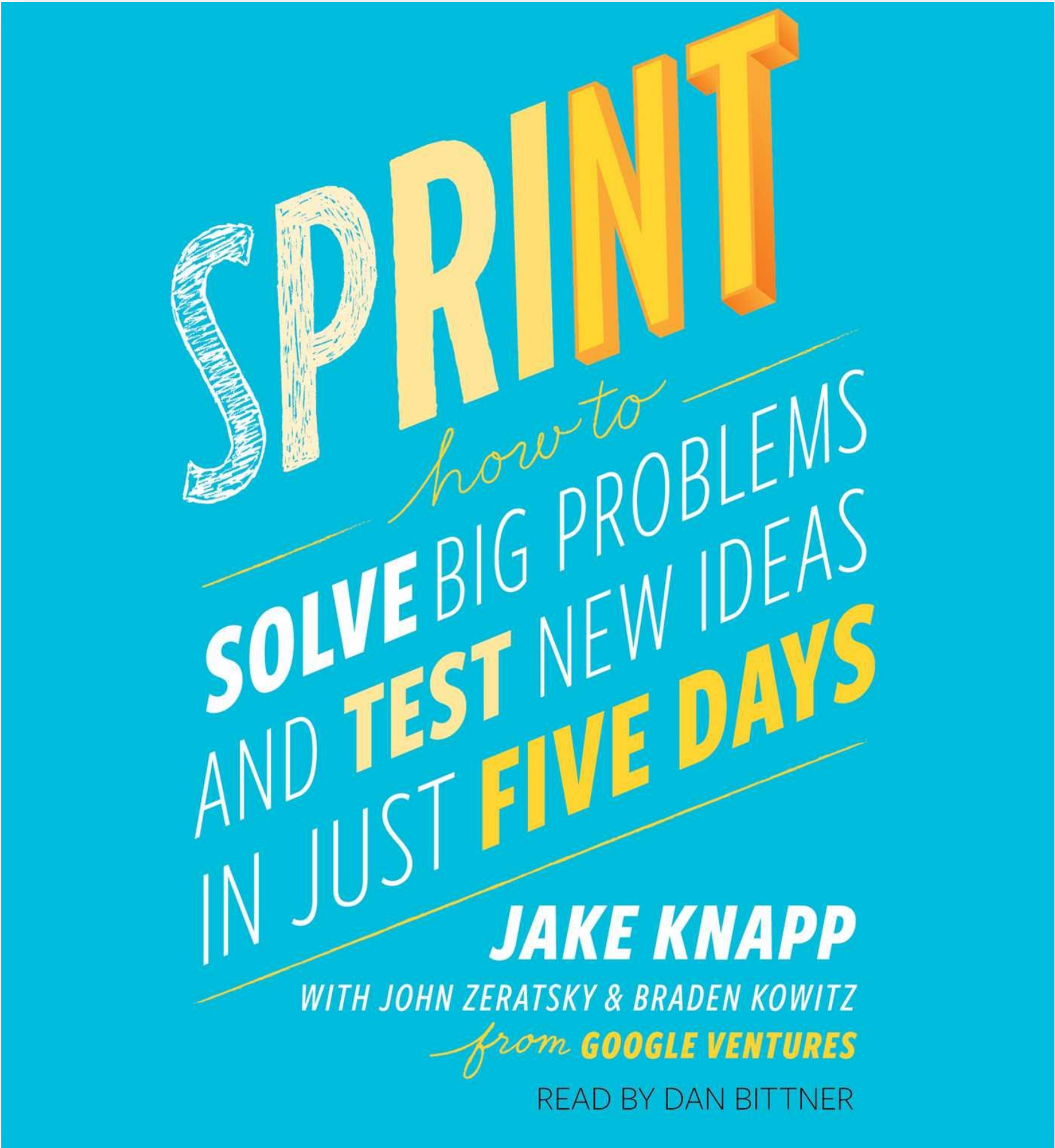
@Appcues



# WE MEET TO SHARE FEEDBACK



WE COLLABORATIVELY DESIGN FEATURES





# WE PARTNER ON LAUNCHES



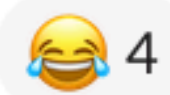
**Lily** 10:14 AM

[@marina](#) [@hijonathan](#) - how are we feeling about the Salesforce beta list? We currently have 39 people on our airtable list. Our goal is 50, but I also know you're planning to reach out to customers soon, so I don't want to make a third push, if that will coincide with the beta next steps.



**jeff** 10:37 AM

hey [@Okello](#) just want to make sure you quote the right numbers next time - we've got **77** custies on our Zapier list, and **39** on the Salesforce list. Not that I'm keeping track .... *but i'm going for the double-up* (edited)



4



25 replies



**Okello**  10:38 AM

**white flag**

Posted using /giphy | GIF by Michelle Porucznik (59 kB) ▾

# WE SET & SHARE GOALS TOGETHER



## CS OKRs

### ⚡ Evangelize the Product-Led Growth Methodology

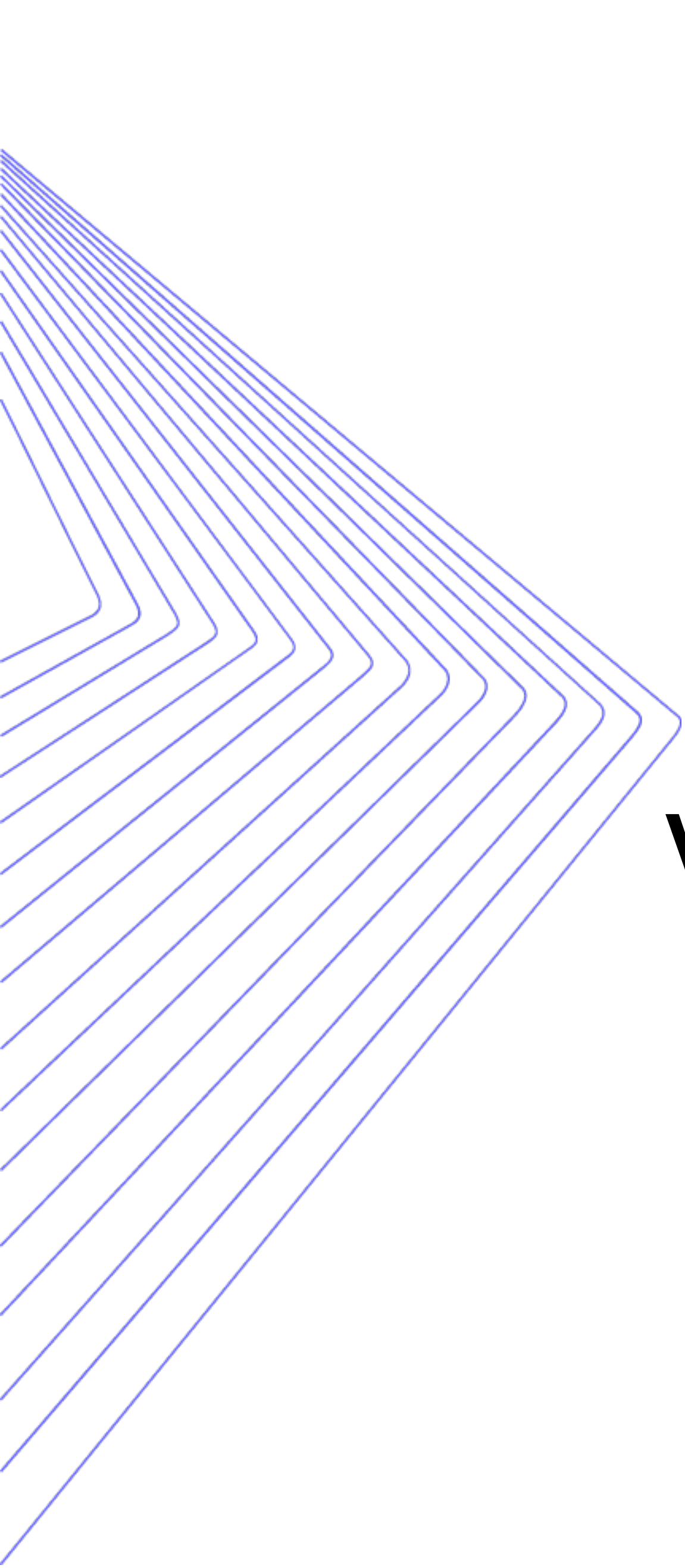
| Aa Key Result  | # Current Value | # Initial Value | 🕒 Last Modified      |
|--|-----------------|-----------------|----------------------|
| 🎯 75% of new customers set up a Flywheel Lifecycle Segment                     | 17              | 0               | Sep 03, 2019 2:42 PM |
| 🎯 40% of existing customers set up a Flywheel Lifecycle Segment <span>💬</span> | 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

| Aa Key Result  | # Current Value | # Initial Value | 🕒 Last modified      |
|--|-----------------|-----------------|----------------------|
| ☁️ 50 customers opt-in to (beta) Salesforce integration <span>💬 1</span> | 37              | 0               | Sep 08, 2019 7:30 PM |
| ☁️ 50 Customers using Zapier Beta <span>💬 1</span>                       | 17              | 0               | Sep 08, 2019 7:30 PM |





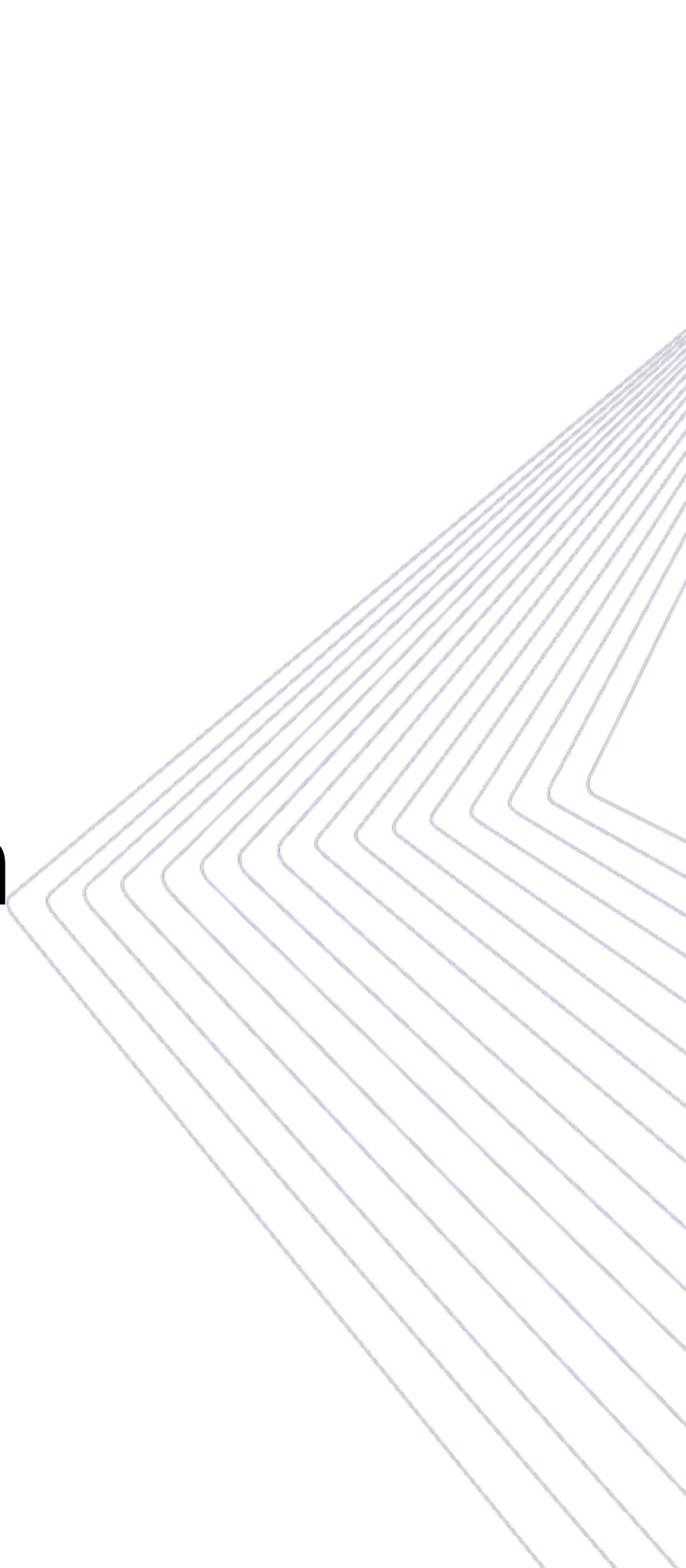
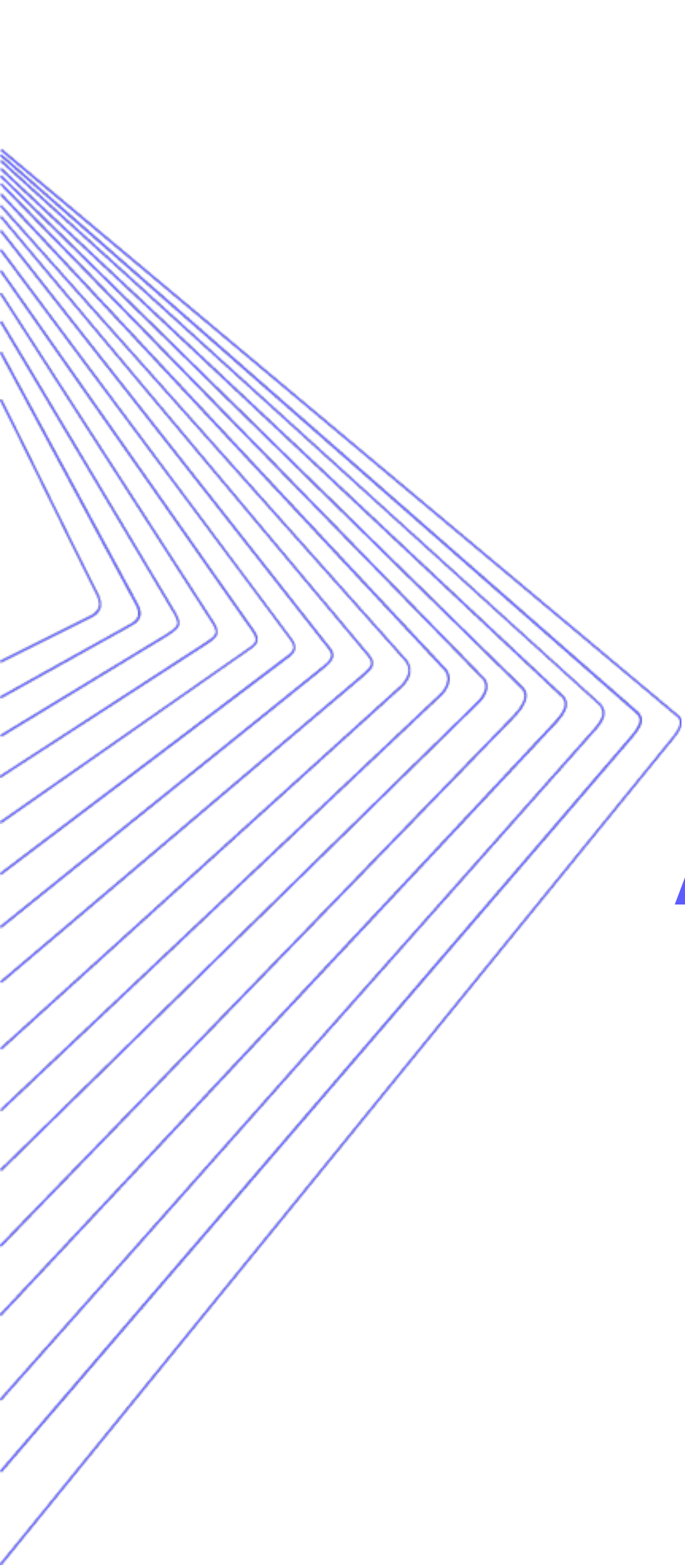
**What's product done for me?**





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

## Need Some Blogs Written?

Unsubscribe

Jon

Hi << Test First Name >>,

Need some blogs written? We still have that amazing offer available...

5 BLOG POSTS FOR JUST \$299 (500 words/each).

But we only have 10 of these deals left. Need a few high quality posts? More info on us:

[contentlaunch.us13.list-manage.com/track/click?](http://contentlaunch.us13.list-manage.com/track/click?)





**Don't be shy**



CS  Product



👋 Come say hi





# CS100SUMMIT

*Presented By*

client**success**