

Customer Centricity Electricity - 5 Ways To Rally your Company Around Your Customers



Julie Hogan

VP of Customer Success

Drift

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client**success**



Customer Centricity Electricity

*5 Ways to Rally Your Company
Around Your Customers*

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VP, Customer Team



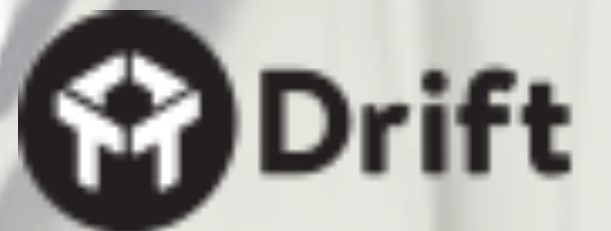
Tell me if this sounds familiar...



There's a conversation happening everywhere in SaaS about...



And it's a wonderful motivator...



But back in the office...



**Everyone is back in their respective
business function**

doing business function things

and those of us in
Customer Success...



are having meetings about
COLORS
(and health scores)



and suddenly being customer
OBSESSED



Sounds more like rainbow Bingo.

Was that customer a Red 32!?



Nah, Yellow 47 come on!



AND WORSE

Your job is centered around
**motivating teams &
protecting the business
from the
harshes sounding
5 letter word in SaaS**



CHURN



The actual work you do day-to-day feels very far from this vision



SATISFACTION
TRUST
POSITIVITY
CONVICTION
LOYALTY
COMMITMENT
FEELING
EXPERIENCE



because often the answers exist
beyond
your team's control



Customer Centricity Electricity is your new responsibility

(Not because it sounds cute. Or because it rhymes.)

You need to light a

in your organization
to show them who your
CUSTOMERS
REALLY
ARE

Here are 5 ways
to help you accomplish this.



1. Bring your customers to life in your brand & your office



Increased Opportunities by 170%



Increased Opportunities by 170%



4,000 New Leads
\$1M in Pipeline in 3 months



Shortened Their Sales Cycle by 50%

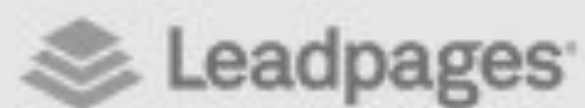
TreeRing

15x ROI
10% Increase in Pipeline Value

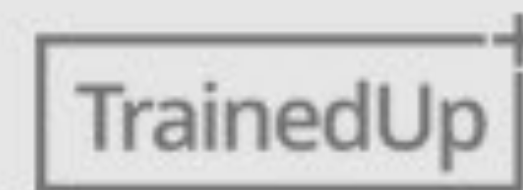


TreeRing

15x ROI
10% Increase in Pipeline Value



Increased Conversion Rate by 36%



Booked 80 Demos in a Month (Without Using Forms)



Increased Their Conversation Rate by 400%



A quick story about faces of Daves





Dan



Lauren

Kaitlyn

Mat

Take Away:

**If your office & website are
only reflections of yourself,
you're doing it wrong**

CAUSES OF CHURN




CAUSES OF CHURN



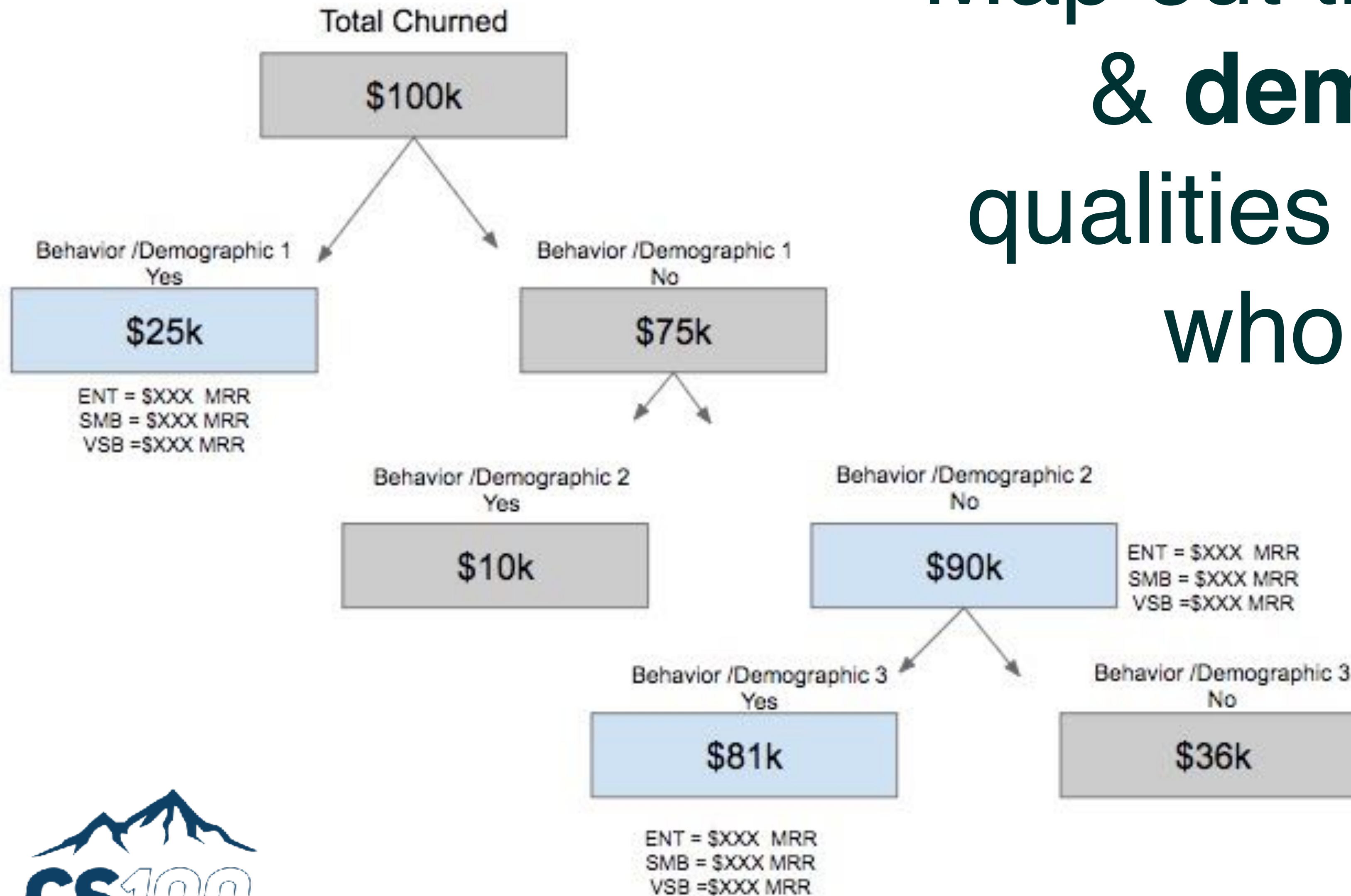
2. Give up on churn reasons (they are telling you the wrong story)



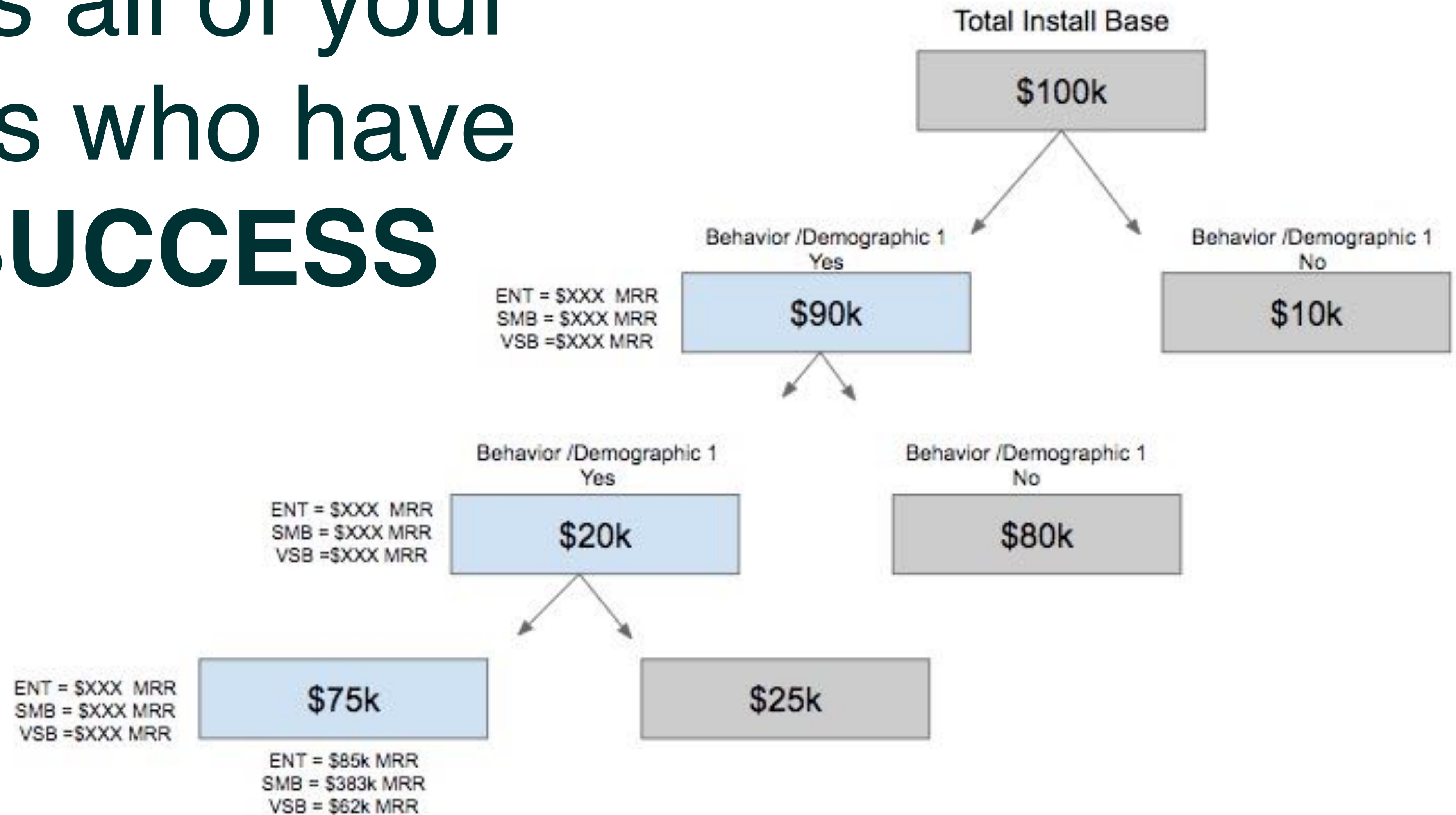
A man in a dark suit and white shirt is running against a grey stone wall. He is holding a dark jacket over his shoulder. A semi-transparent white rectangular box is overlaid on the image, containing text. The man is running from left to right.

**and you end up chasing
the same things
month after month**

Map out the behavioral & demographic qualities of customers who churned



As well as all of your customers who have seen **SUCCESS**



Take Away:
Plant your Customer Churn tree in the
center of your organization.





3. Introduce your organization to your Ideal Customer Profile

The Ideal Customer Profile (ICP)

Demographic:

1. xxx
2. xxx
3. xxx

Behaviors:


1. xxx
2. xxx
3. xxx

Create daily company-wide visibility for every ICP churn, expansion & renewal


#customerchurnchannel

☆ | 👤 43 | 📌 0 | ➕ Add a topic

Thursday, September 6th

 **Churn Bot** APP 10:53 AM

MRR = -500.0
Transaction Type = Churned
Account = Southern Web
CSM = Jacob Coblenz
Close Date = 2018-09-06
Churn Reason = Did Not See Value
Churn Notes = Client mentioned from first call that they were testing this for a month. They wanted 3x return from the product in the first month but did not see those type of results. I tried to get this client on the phone to discuss further but they did confirm they want to cancel and have their account cancelled today.

 **Salesbot** APP 8:29 AM

MRR:
Type: Expansion
Company:
Owner:
Term:
Plan:

👍 18 🔥 16 👍 10 ⚠️ 8 🗨️

Take Away:
Use this data to become a
champion for change
not just **churn prevention**



4. Define your Key Experience Indicators

Your customer doesn't care about
YOUR Process



Customer Team Success Standards (Template)

RESULTS

These are the core metrics you are held accountable to, evaluated against target

Example: Gross Churn

OPERATIONAL EXCELLENCE

These are the key operational activities you are held accountable to, evaluated monthly as A,S,N (always, sometimes or never demonstrates)

Example: Accurate Opportunity Management, Activity Logging

KEY EXPERIENCE INDICATORS (KEIs)

These are the core standards used to "grade" and track performance in customer facing activities, evaluated on a set # of calls, chats, and/or meetings per month

Example: Key Experience Indicators - Chat

URGENCY, ENTHUSIASM & PASSION FOR SERVICE

These are the core values of the role you are held accountable to, evaluated each monthly as A,S,N (always, sometimes or never demonstrates)

Example: Positive attitude, drives momentum, proactive in engaging with customers



Take Away:
What measures of success matter to your
CUSTOMERS



5. Celebrate your Customer heroes



Customer **HERO** of the week

Take Away:

Celebrate customer engagement
across the **company**, not just success



Remember These 5 Things:

1. Faces
2. Trees
3. ICP
4. KEI
5. Heros

**These are things your
CUSTOMERS will celebrate.**



THANK YOU!



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