

CUSTOMER SUCCESS LEADERSHIP BOOTCAMP

**LAUNCHING A  
CUSTOMER  
COMMUNITY  
BEFORE YOU THINK  
YOU'RE READY**

TUESDAY, JULY 19, 2022  
1PM EST/ 10AM PST



**KRISTI FALTORUSSO**

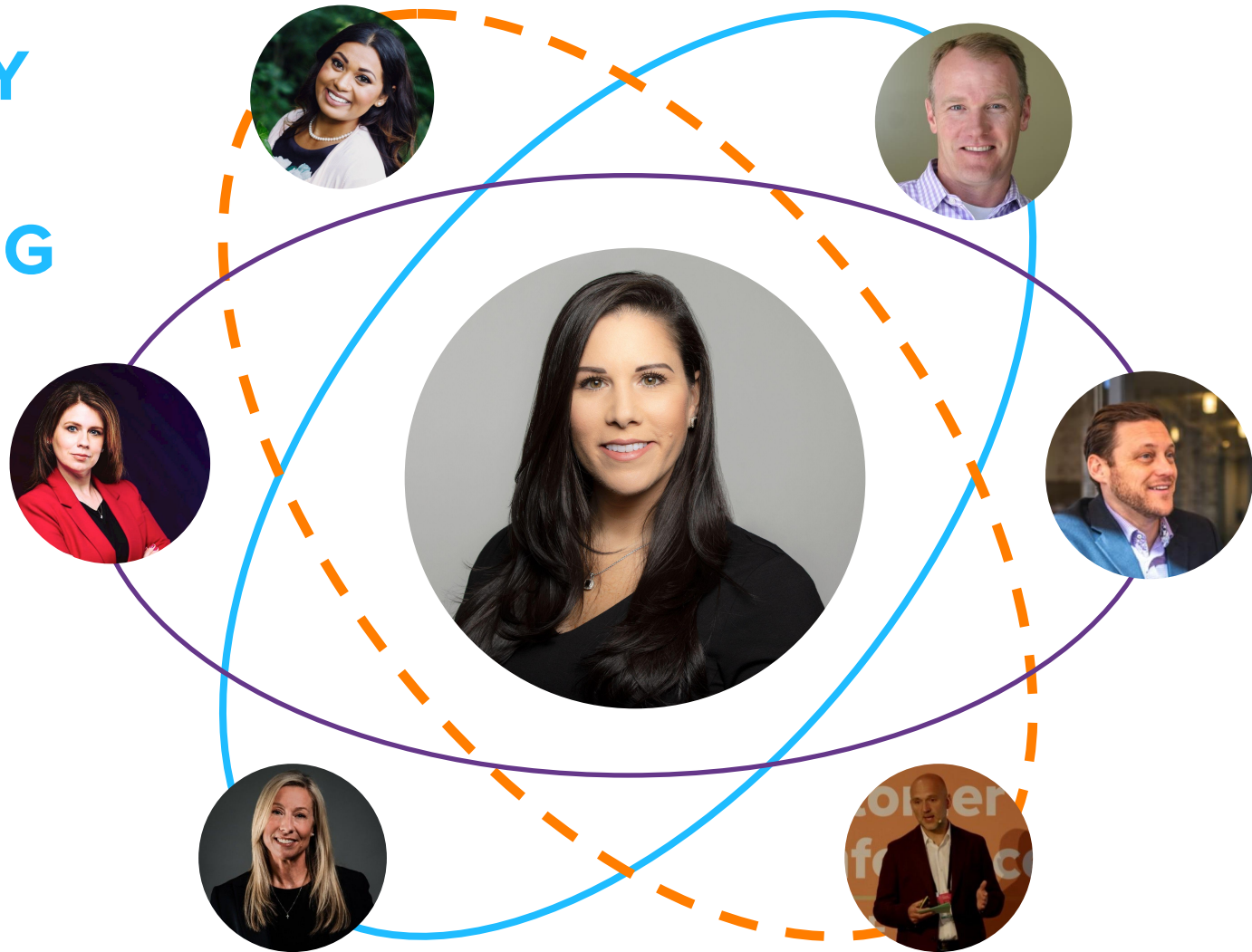
Chief Customer Officer  
ClientSuccess

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BUILDING A CUSTOMER  
COMMUNITY HAS  
NOTHING TO DO WITH  
YOUR TECH STACK.

# COMMUNITY IS ABOUT CONNECTING PEOPLE



# COMMUNITY DEVELOPMENT STALLS BECAUSE ...

## MONEY

We need money to buy technology and to staff additional headcount and we don't have the budget.

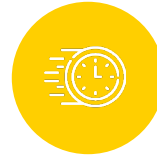


1

2

## TIME

It's going to take up too much time and we already have too much on our plates to take on more.



3

4



## RESOURCES

We need a dedicated person to manage the community, facilitate discussions, seed content, monitor and respond.



## FEAR

What if our unhappy customers start talking to our happy customers and more customers become dissatisfied.

# KNOW YOUR METHODS



## VIDEO

Zoom meetings or Asynchronous communication using video (Loom)

## CHAT

Online chat - Slack, Teams, web chats

## IN PERSON

In person communication - events, roundtables, 1:1 meetings

## EMAIL

Written email communication

## PHONE

Phone calls

## SOCIAL

Social Media engagement

# COMMUNITY OPTIONS



## SLACK GROUP

Create a private Slack community around your brand and invite customers to join the discussion.



## EVENTS

Create in-person or virtual events that allow your customers to meet and forge relationships with their peers.



## OFFICE HOURS

Offer Office Hours as a way for your customers to come together to discuss challenges and opportunities as it relates to their role.



## 1:1 CONNECTIONS

Facilitate 1:1 meetings with customers who are navigating similar challenges. Intimate relationships provide a lot of value.



## CAB/PAB

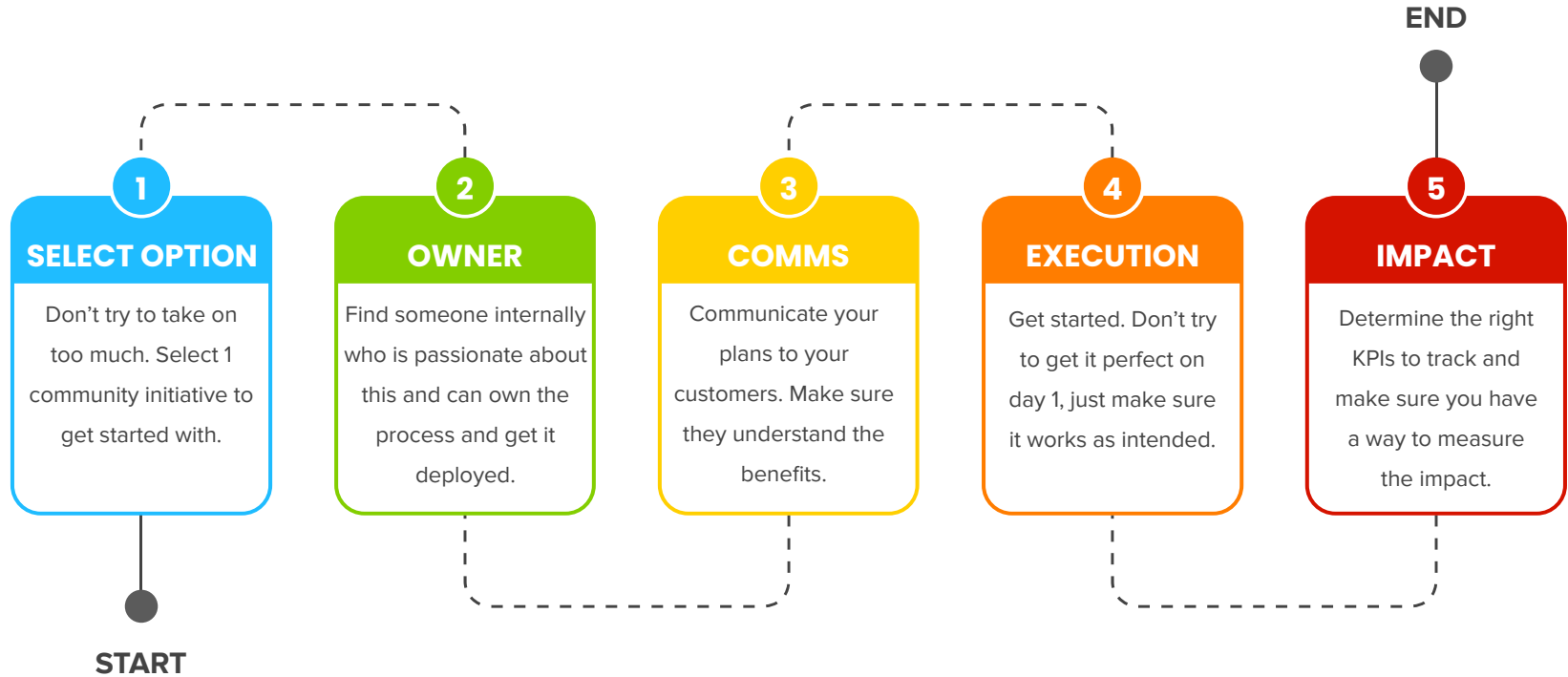
Build a Customer or Product Advisory Board that invites select customers to come together to align on the future of the industry and your solution.



## SPEAKING ENGAGEMENTS

Allow your customers to showcase their knowledge and expertise with peers by allowing them to speak at your events.

# 5 STEP COMMUNITY PROCESS



# COMMUNITY MISTAKES TO AVOID

**1.**

**DON'T TALK ABOUT STARTING SOMETHING, JUST DO IT**

**2.**

**DON'T THINK BIG WHEN GETTING STARTED, FOCUS ON CONNECTIONS**

**3.**

**THERE IS NO NEED TO "WATCH" THE DISCUSSION, YOUR CUSTOMERS ARE ALWAYS TALKING**

**4.**

**DON'T WORRY ABOUT "HEALTHY" VS. "UNHEALTHY" CUSTOMERS**

**5.**

**DON'T FORGET TO CHECK BACK IN TO SEE HOW THINGS ARE GOING**



THANK YOU