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Build Customer Relationships 🔥 Unlock NRR 🔥

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Kate Neal, Director of **Customer Success**

★ CSP since 2011

★ High-touch, Enterprise SaaS

★ Co-Founder Simply Success with LA & Kate

★ On Deck Customer Success Fellow

★ Founding Member of Brand30

★ Connect with me on LinkedIn!

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Roadmap for Today

★ **Why** relationships are so important in B2B SaaS

★ **Challenges** to building relationships

★ **Who** should we build relationships with?

★ **How** should we build those relationships?

★ Relationship ✅ - now **what**?!

★ Doing it all at **scale**, effectively

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The SaaS **Success** Equation

Product   +   Service   =   **$uccess**

Product	Service	$uccess
➢ Adoption	➢ Troubleshooting/Support	➢ Renewal
➢ Usage Metrics	➢ Onboarding	➢ Expansion
➢ Time to Value	➢ Training	➢ Upsell
➢ Value Delivered	➢ Problem Solving	➢ Advocacy
	➢ Consulting	➢ Community
	➢ **Building relationships**	➢ Growth

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Business relationships are like investing. Results will compound over time.

01

Mutual Growth

Build trust

Return on Relationship (RoR)

03

02

Continuous Value

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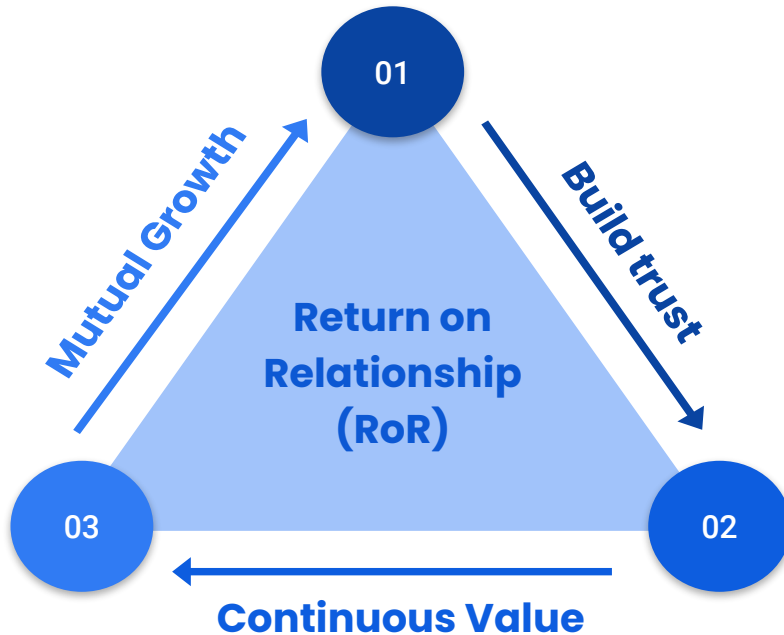
Relationships = Better NRR & NPS

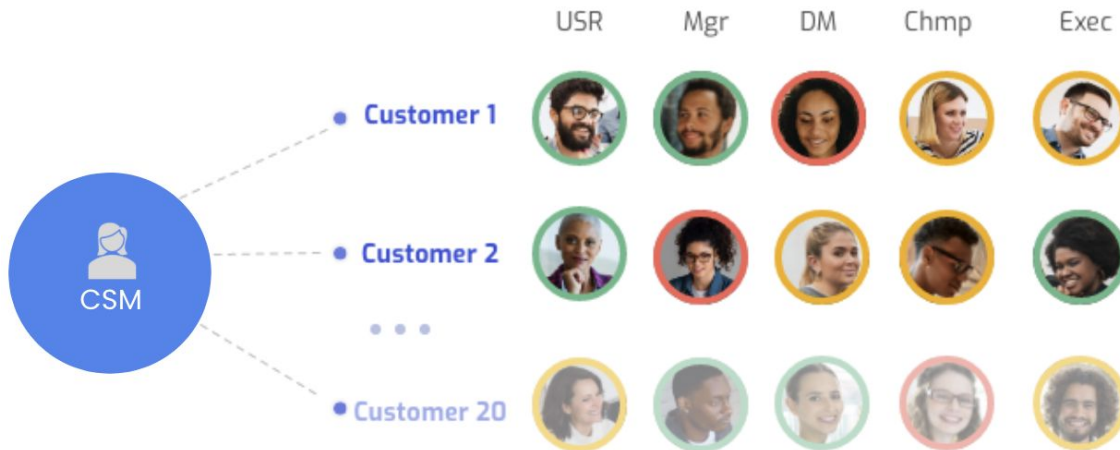Strength
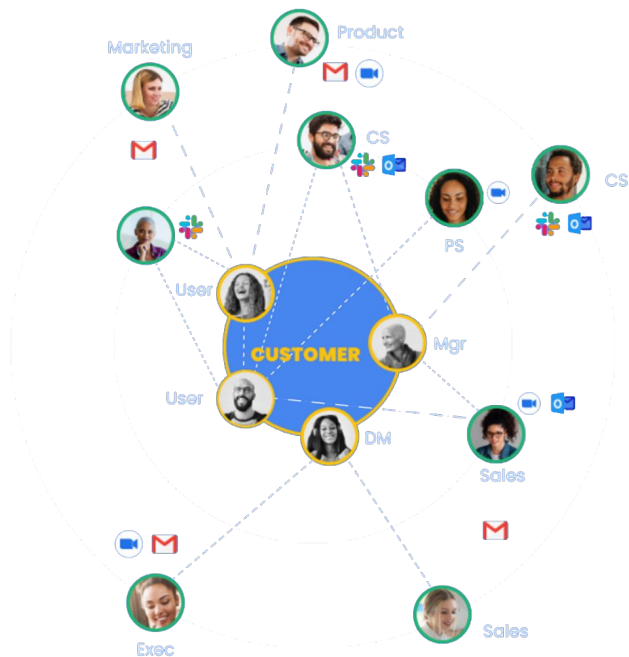
Importance

NPS 😊

NRR 💰

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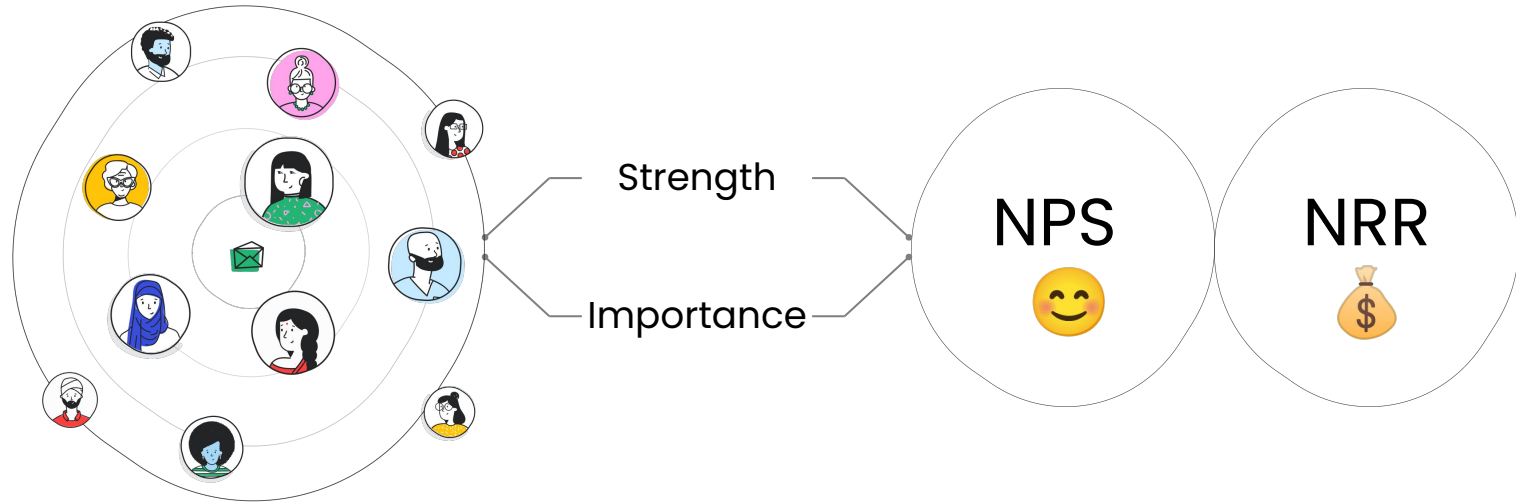
B2B Relationship **Challenges**

↳ Many:Many

↳ 1:Many

↳ Turnover

↳ Remote-Based

↳ Low Visibility

↳ Disparate Data Sources

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Many:Many & 1:Many

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Key Stakeholder Personas

The Champion

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Key Stakeholder Personas

The Champion

+

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Key Stakeholder Personas

The Champion

The Decision Maker

+

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Key Stakeholder Personas

The Champion

The Decision Maker

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Key Stakeholder Personas

The Champion

The Decision Maker

The Exec Sponsor

+

+

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Other **Relationships** to Consider

↳ Influencers

↳ Power Users

↳ End Users

↳ Procurement/Legal

↳ IT/Security

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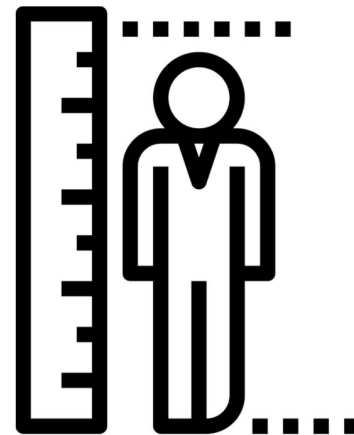# B2B SaaS **Relationship** Strategies

Breadth
aka
Multi-threading

Depth

Height

+

+

Quantity

Quality

Levels

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Relationship Management Framework

Foundation
Segment your customers into tiers. Map out and score your stakeholder relationships

Focus
Strengthen and monitor your key stakeholder relationships

1 → **2** → **3**

No to Low Relationship   **Regularly Responds**   **Trusted Advisor**

Scale
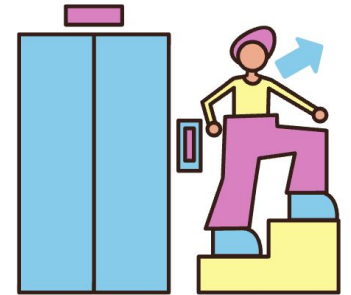Technology/data as a competitive advantage

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Nurture & Strengthen
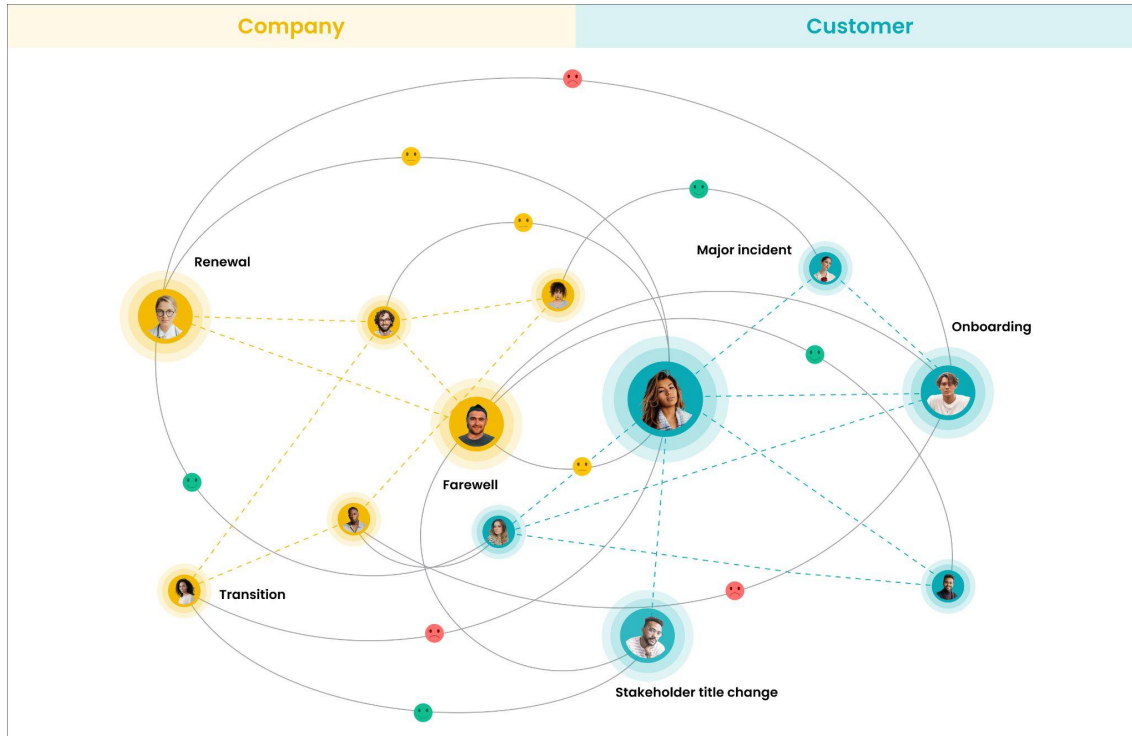
Strategies & Best Practices

★ **Segment & prioritize**
  ○ 80/20 rule

★ **Be proactive & add value**
  ○ ❌ Empty reach outs
  ○ ✅ Trusted advisor

★ **Hone soft skills**
  ○ EQ & empathy
  ○ Be personal and personable
  ○ Sharpen discovery abilities
  ○ Face to face
  ○ Communication

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Scale the Human Touch with Tech

↳ Advances in AI, ML, and NLP Technology

↳ Relationship Intelligence

↳ Complex insights

↳ Holistic view

↳ Benchmarks & Trends

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Thanks for joining us!
🔥 Q&A 🔥