



The HotLine Magazine

Creating & Sustaining Profitable SaaS Customer Relationships

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branded relationship break/fix case management center management contact center contact center management contact center metrics Contact Center Primer Contact Center profitability Contact Center Technology CRM CSTECH customer centric **Customer Centricity** Customer Contact Center customer lifecycle management customer relationship manager customer retention customer retention rate customer support discussion forums DNA effectiveness Farmer implementation Knowledgebase Optimized organization product as a relationship product centric product centricity productivity **profitability** profits realization strategy retention River of profitability **SaaS** **Strategy** support Support 2.0 Support Professionals sustainable profitability Technology TSSF Vendor/Product Selections vision

SaaS Customer Support
necessarily
has to be better...
because we must
re-earn our customers'
loyalty every month



Customer Relationships
Or
New Customer Transactions /
Events?





- **Some useful questions**
- **Places to look for**
 - **consistency &**
 - **connections**





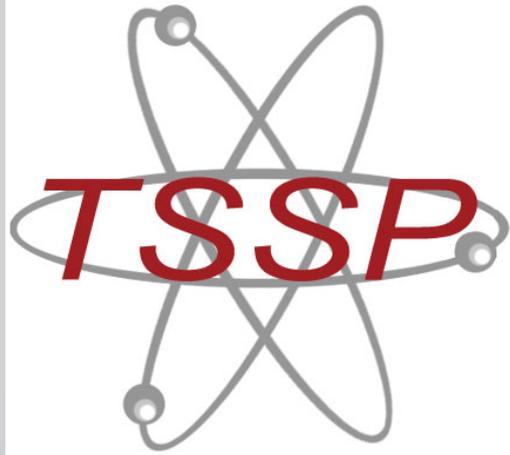
- **Strategy**
- **Process**
- **People**
- **Technology**



Don't Assume...



Challenge & Prove



The SaaS & Support Project

The Survey
The Report





Creating *Profitable SaaS* Customer Relationships

Strategy





Creating & Sustaining *Profitable SaaS* Customer Relationships

8 Revenue Conduits

- 1. License Subscription Fees**
- 2. Enhanced Usage Billing**
- 3. Implementation / Integration**
- 4. Professional Services**
- 5. Customer Support**
- 6. Training**
- 7. Outsourcing**
- 8. Metadata**

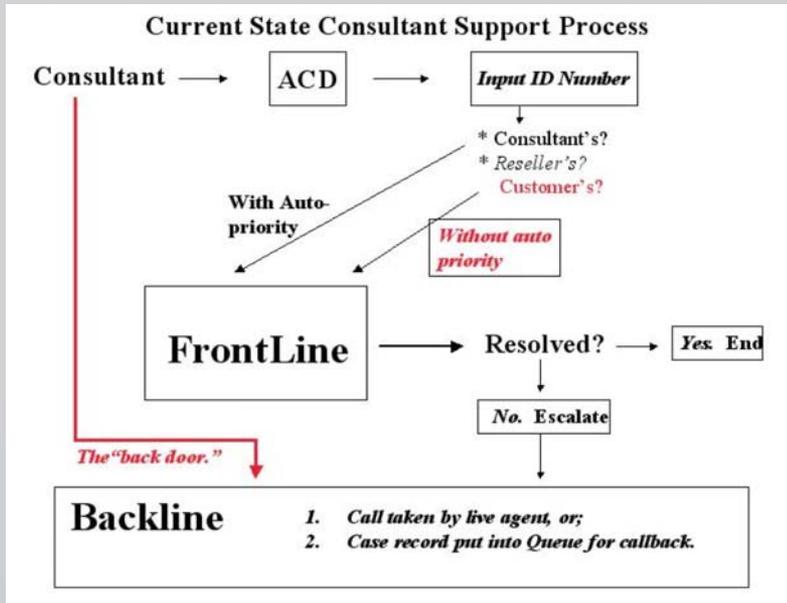


Creating *Profitable SaaS* Customer Relationships

Strategy

Findings

- **Multiple conduits in play**
- **Missing data**
- **Uncertain ownership**



Sustaining Profitable SaaS Customer Relationships Process



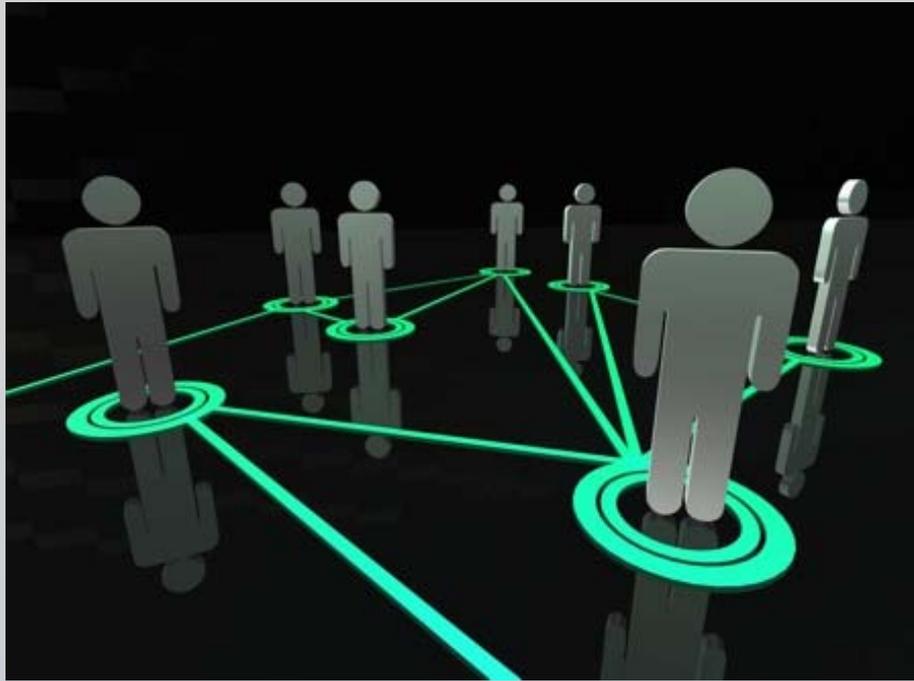
- Hours
- Access Channels
- Metrics



Findings

Process





Sustaining *Profitable SaaS* Customer Relationships

People

- **Definitions**
- **The Company Organizational Chart**
- **Who “owns” Support?**



Findings

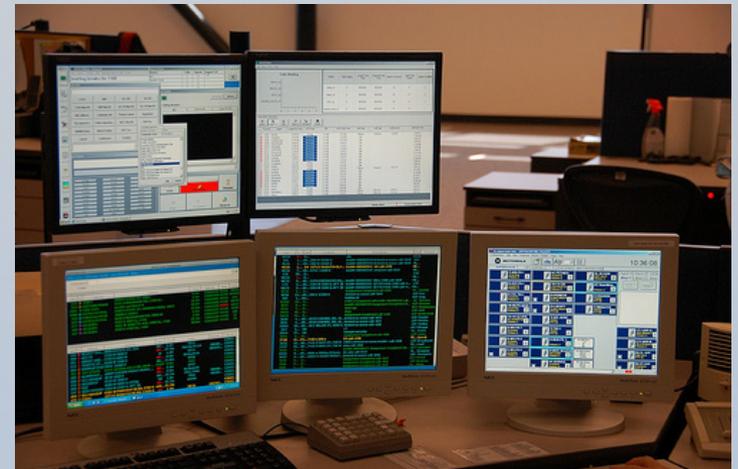
People



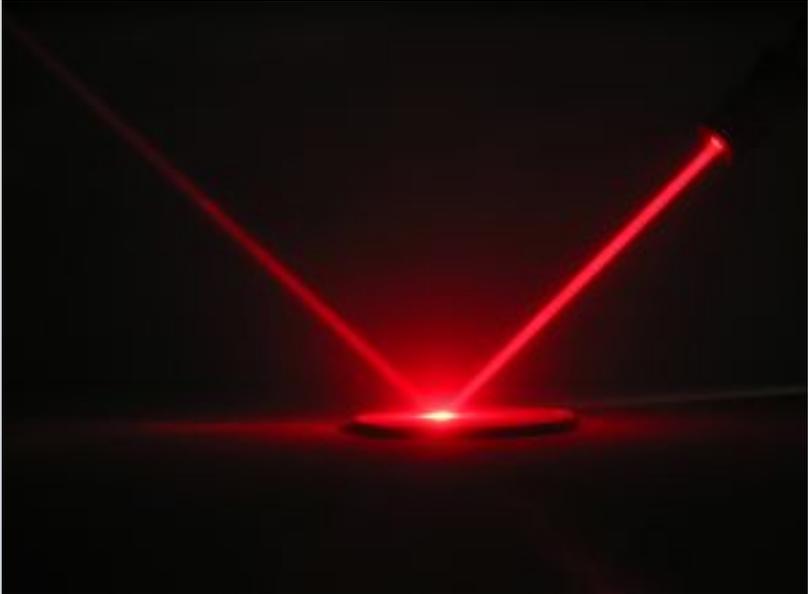
Sustaining *Profitable SaaS* Customer Relationships

Technology

- **The Contact Center Technology Suite:**
 - **AXQ:** Access Channel Mgmt
 - **CMS:** **Case Management**
 - **KNB:** Knowledgebase
 - **FRM:** Forums & Wikis, etc.
 - **ANL:** Analytics
 - **SRV:** Surveying; Customer Satisfaction, etc.
 - **VCSR:** Virtual Agents
 - **WFM:** Workforce Mgmt.
 - **RST:** Remote Support Tools

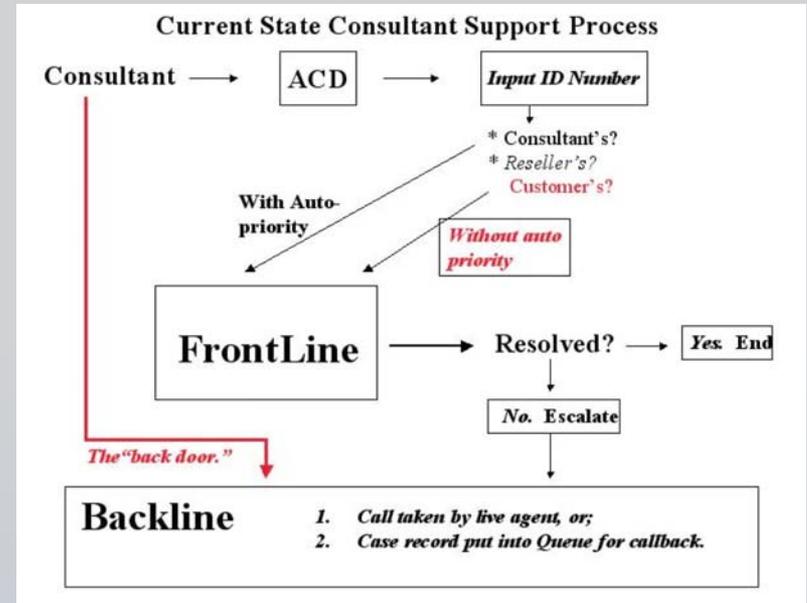


Technology

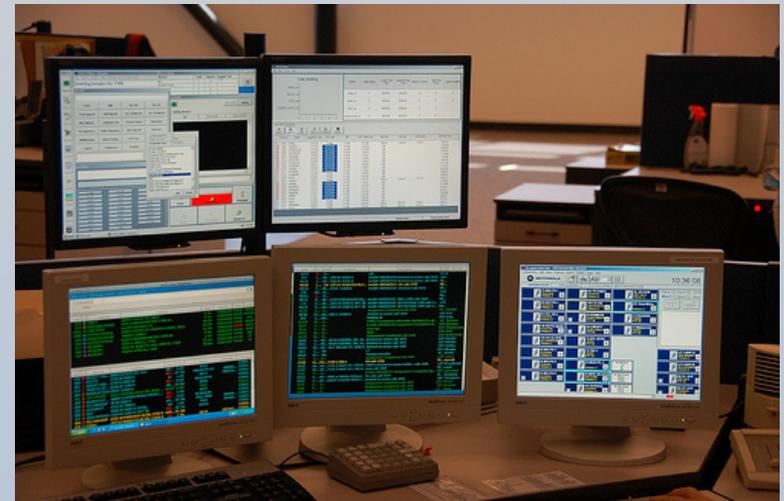


Findings



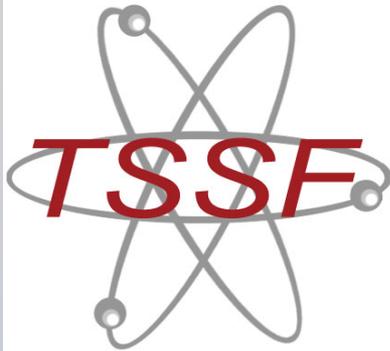


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- People
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Questions?