



**The HotLine Magazine**

## **Customer Success: The Key to SaaS Company Profitability**

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**If your prospects could spend a day  
in your Customer Support Center...  
*would they still be prospects?***

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**An easy “exit” button will be offered to  
your current customers...  
*how many will consider using it?***

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**Who in your company is responsible for the ongoing customer relationships?**

**Who “owns” those relationships?**

**How, *specifically*, is their performance measured?**

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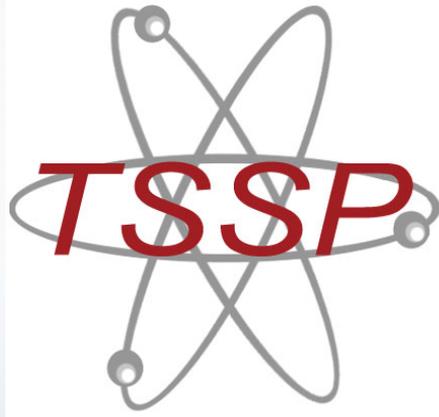


**Who is responsible for ensuring that your customer gets maximum value from their SaaS subscription?**

**The customer?**

**Someone in your company?**

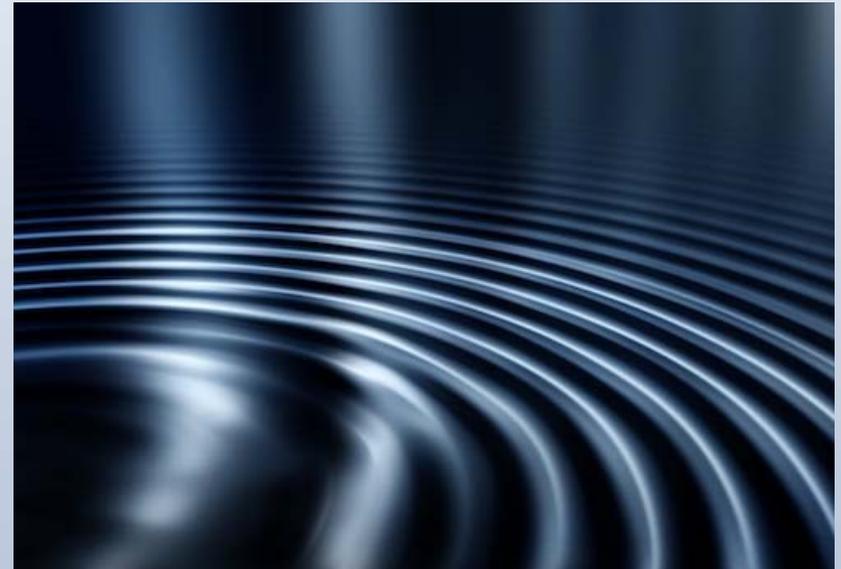
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# The SaaS & Support Project



- **Challenge**
- **Data and concepts**
- **Begin some conversations**
- **The start of a journey**



# The Pieces of the Puzzle

- Product & Profitability
- The Constant of Support
- The Knowledge Inventory Operation
- The Elements



# Product & Profitability



## Product as Technology

- The Profits-realization strategy

## SaaS & Product As A Relationship

Income streams & incremental  
profitability

“Software is **-a-** way of monetizing your  
expertise”



# The Constant of Customer Support

“Every powerful tool inherently carries a support burden, from the necessity that the customer/user must make an investment in learning in order to realize the benefits from their purchase.”

**Company**

**Customer**

*Proactive*

*Reactive*

Development – Marketing – **Sales** – Professional Services -- Support

*Design – Testing – Documentation – Training – Phone/Email/Web*

*Support Prevention*

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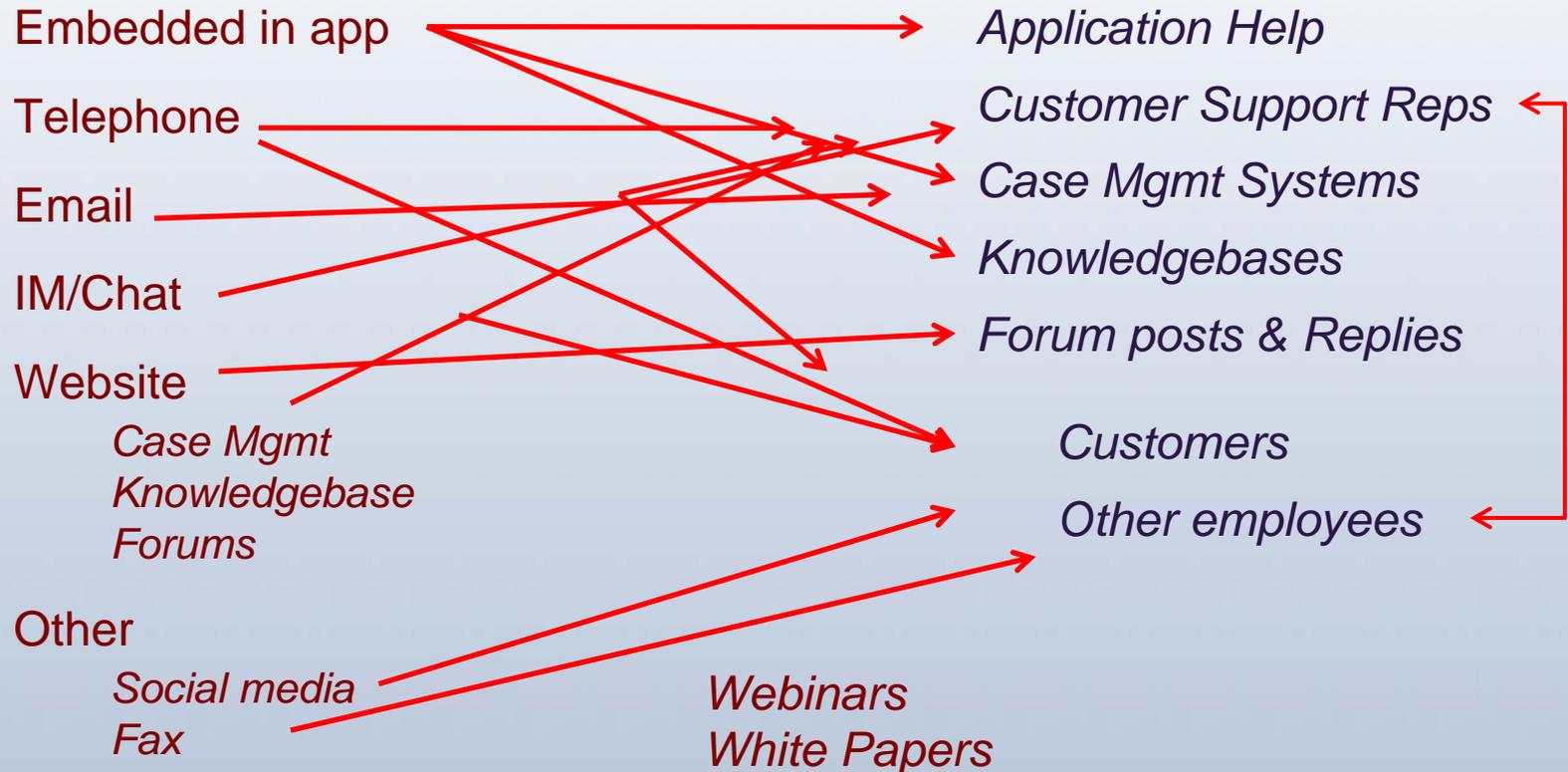
*Support Management*

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# The Knowledge Inventory Operation

## Access Channels

## Knowledge Repositories



***"Nobody is really winning at Support.  
We're all doing the same things to try  
to keep up... (but) to get to the next  
level, we're going to have to do  
something new."*** -- (Ken Shevock)

# The “Something New”



## The End of Customer Support

*Will the last rep please remember to turn out the lights?*

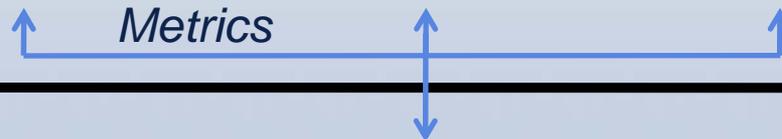
# The Beginning of **Customer Success:**

## A new profession

# The Elements of Customer Success

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

**Strategy** ➔ **Process** ➔ **People**



Technology

y



*Increased  
Profitability*

*Increased  
Customer  
Retention*



# *Strategy*

Defining the Right Strategy for  
Your *Company & Customer*

From Break/Fix to  
Increasing Productivity / Profitability

From: Customer Support:

“We’ll Fix it for you and hope to make you *very* happy in the process.”

To: ***Customer Success:***

“We directly contribute to making more sustainable  
profitability faster/better for our company and yours –  
*and we can prove it!*”



Desired outcome?

- Resolved difficulty
- Up-Sell – Cross-Sell
- Market research
- Other?

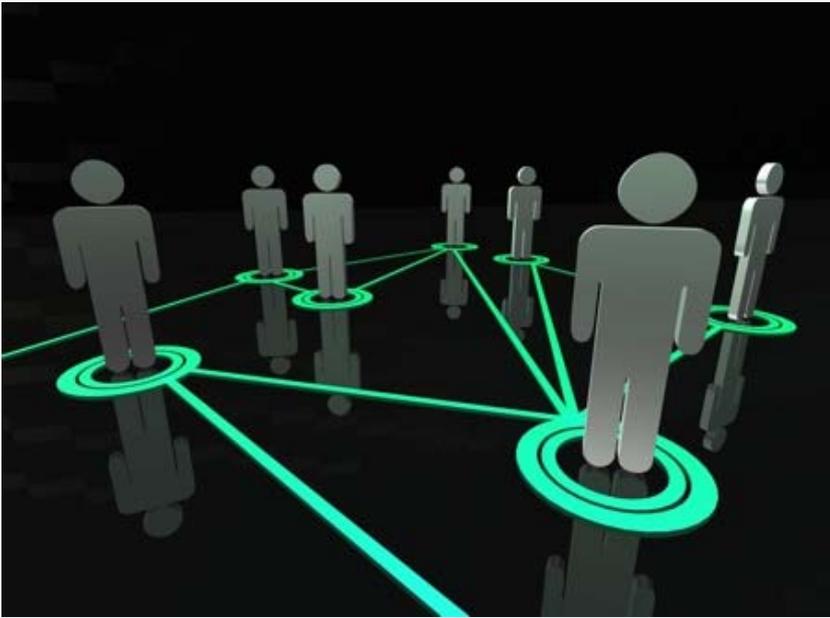
## *Process*

The Right Access Channels  
The Right Metrics



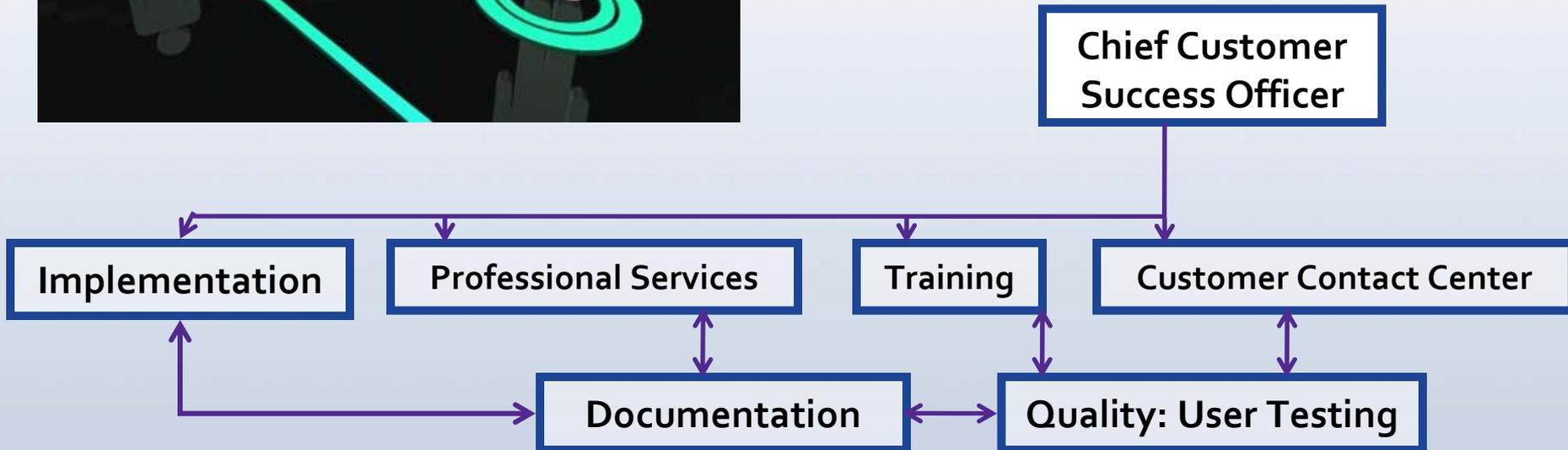
**Profitability**

**Customer Retention Rate**



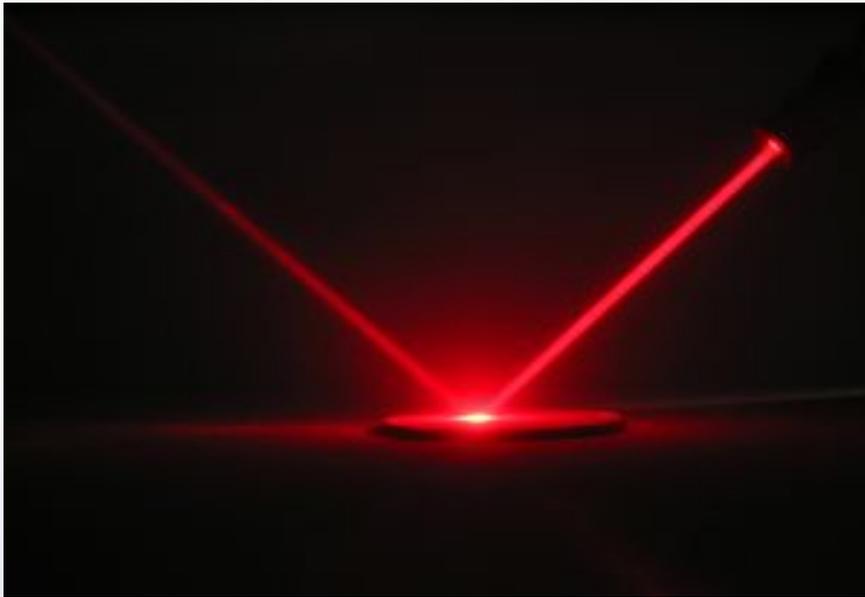
# *People*

The Right Roles  
The Right Structure



# *Technology*

The Right Tools  
The Right Data  
The Right Usage



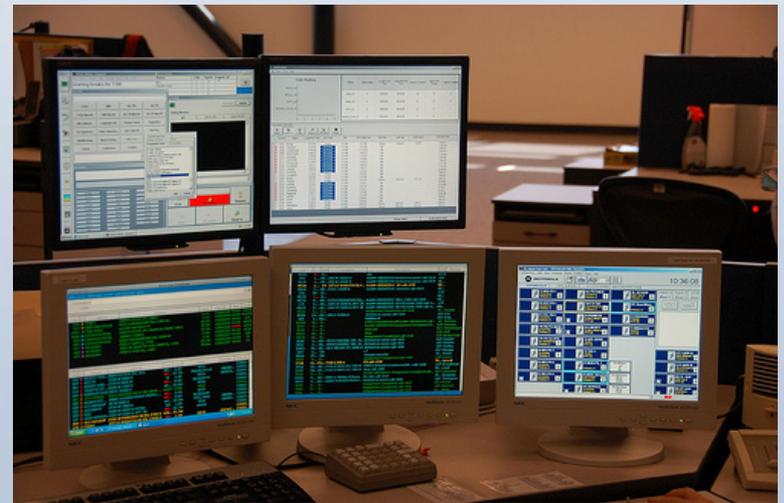
- **The Contact Center Technology Suite:**

- **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





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





# *Questions?*

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