



Customer Success Lunch Talk



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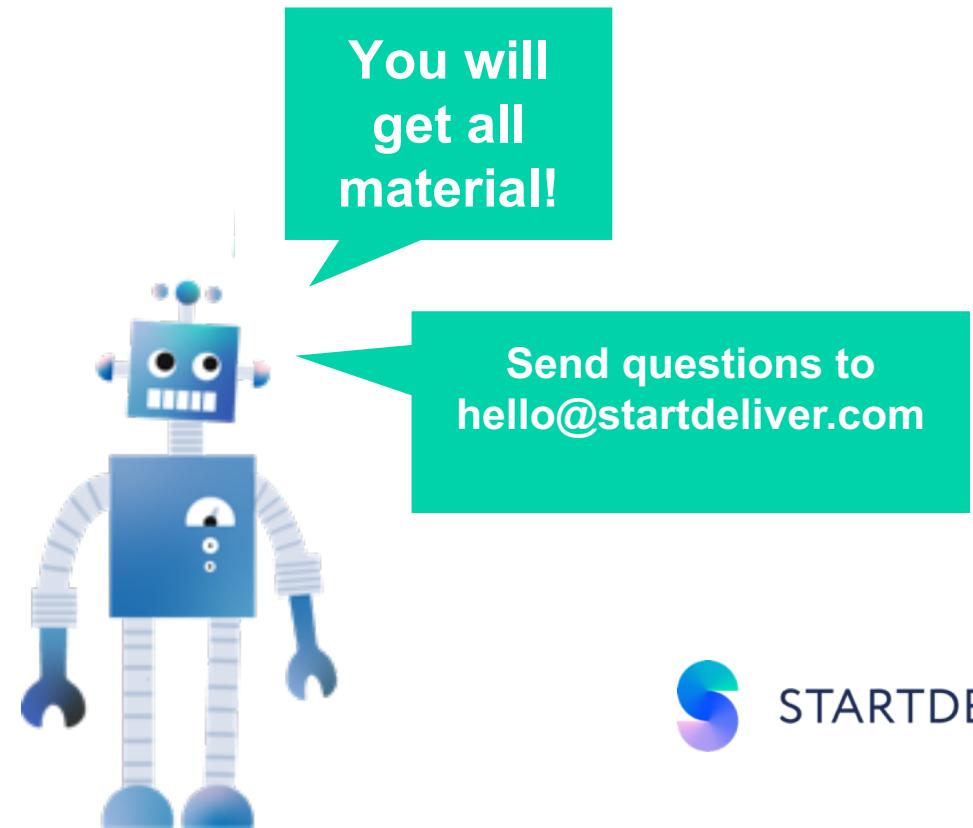
Agenda

11.30 Seminar

12.00 Workshop

12.30 Q&A

13.00 End



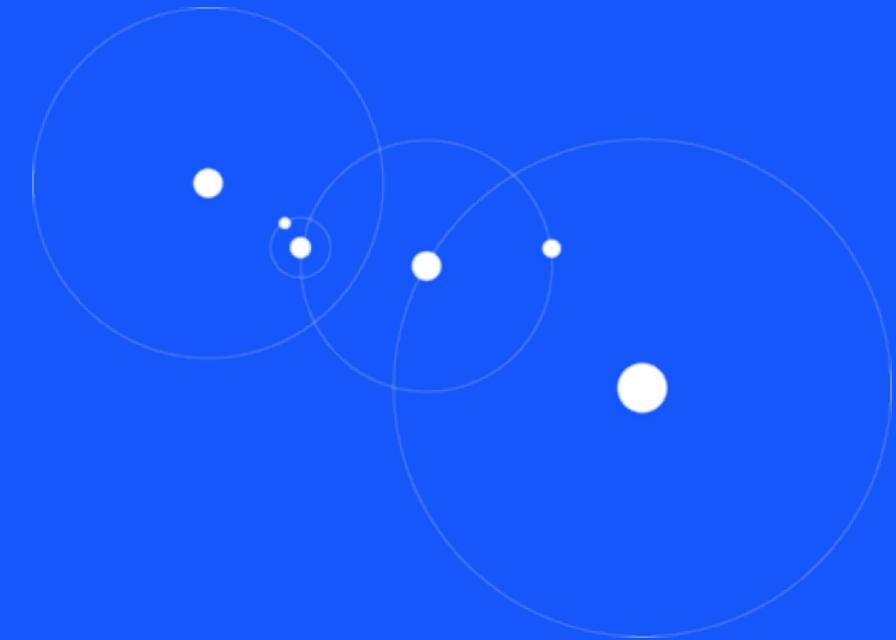
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Who we are

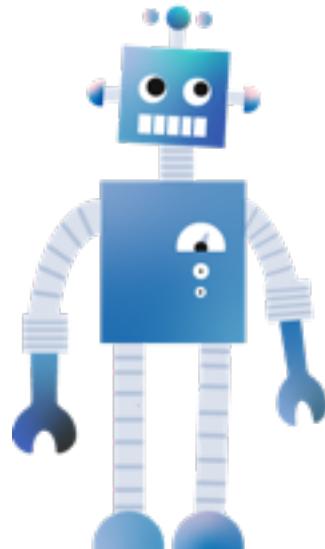
- Swedish tech company
- Founded 2018
- Team behind with long SaaS background
- 12 employees
- Offices Stockholm and Cracow
- Backed by venture capital as of Jan 2019



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A Customer Success Platform



The screenshot displays the Customer Success Platform's dashboard for "Classic Tech LLC".

Customer Health: ARR: 199 800, Usage: Good (for all products), Feedback: Fair (to our surveys). Stakeholders and users: 7 Stakeholders, 53 Users, 12 Guests. Last seen: All within 1 day.

Customers: Overview table showing 28 customers, 9 renewals in months, 1293 users, 1067 reviews, and various status indicators like Doing nothing, Compromising, and Violent & Cosa.

Impact: A stacked bar chart showing usage, feedback, support, and revenue trends over time (May 19 - Feb 20).



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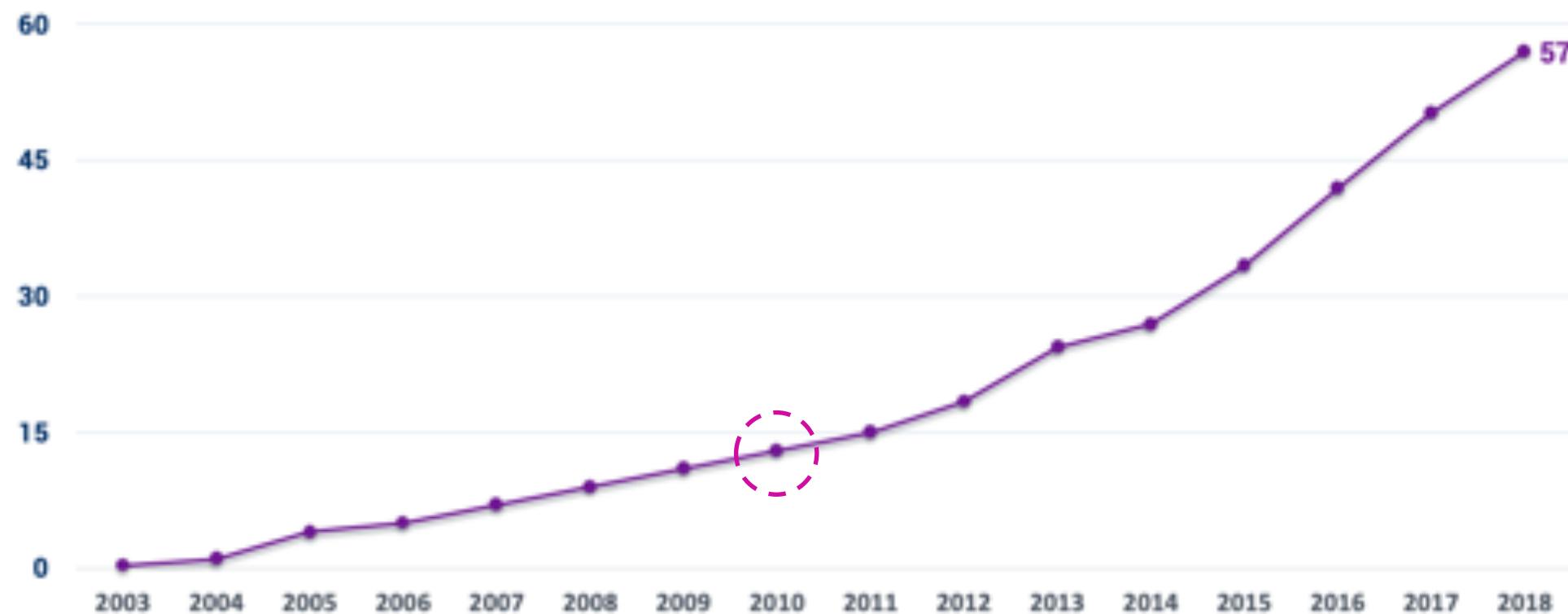
UPSALES

Joined in 2010
Sales Manager 2010-2014
CEO 2014-2018
IPO 2019

UPSALES

Historik

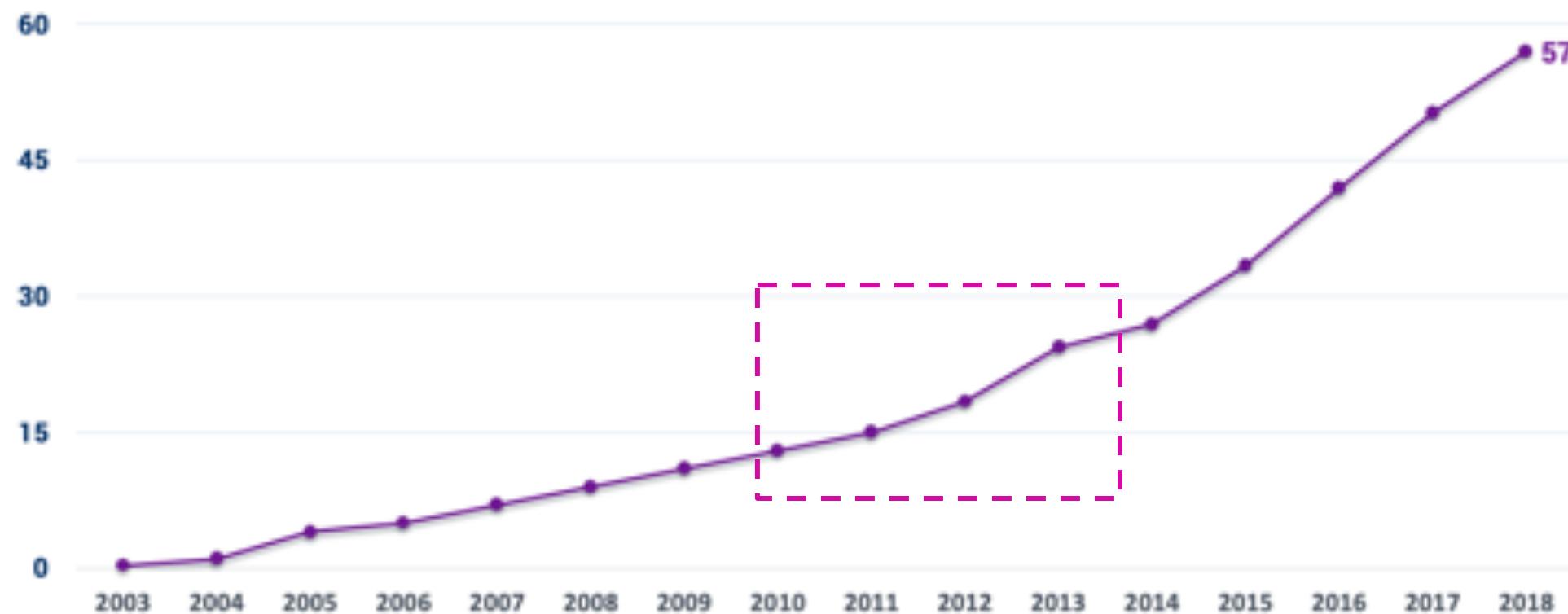
Utveckling av årligen återkommande intäkter (ARR¹) mellan 2003 - 2018 (MSEK)



UPSALES

Historik

Utveckling av årligen återkommande intäkter (ARR¹) mellan 2003 - 2018 (MSEK)



Mindset

“Nysälj är allt”

“Churn är inget problem för oss”

“Support hanterar ärenden”

“Anti-churn brand-utryckning”



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Resultat

Hög brutto churn

Hög churn förstaårskunder

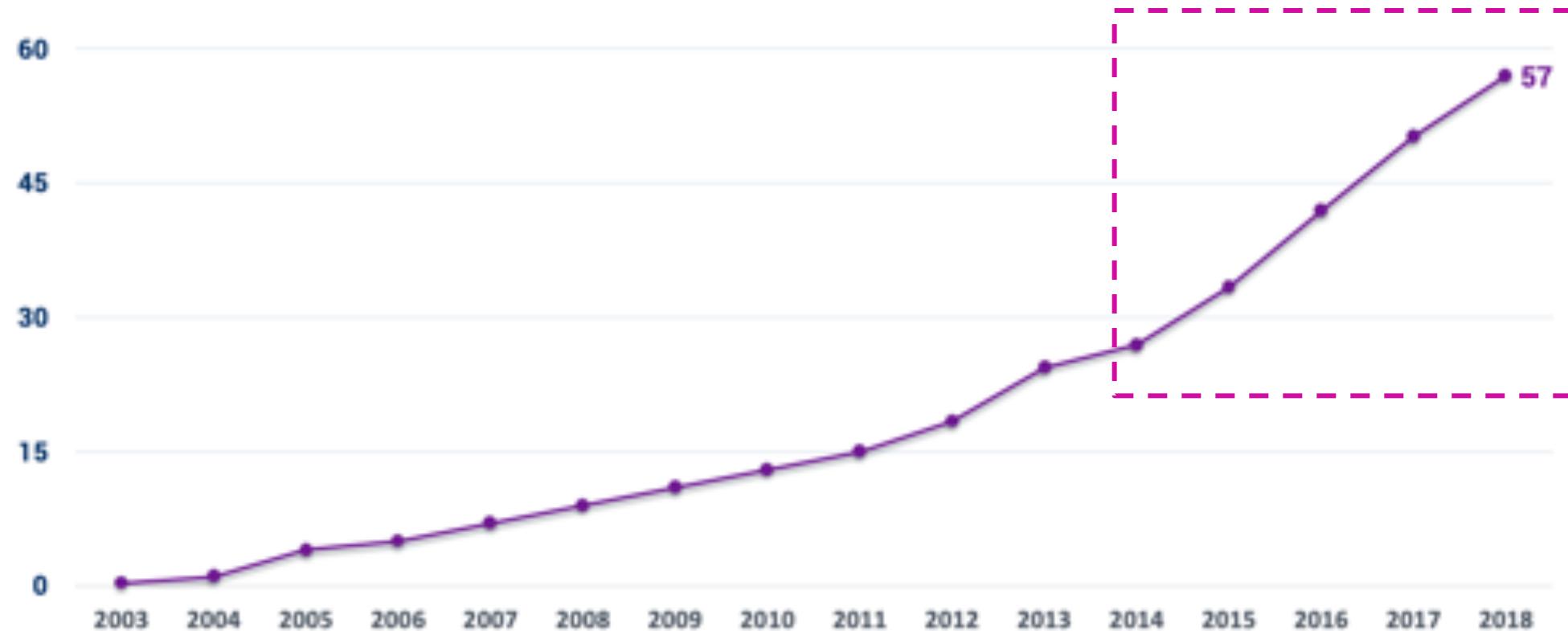
Sälj som “stängde” fel typ av kunder

Missnöje i teamet som jobbade med
befintliga kunder

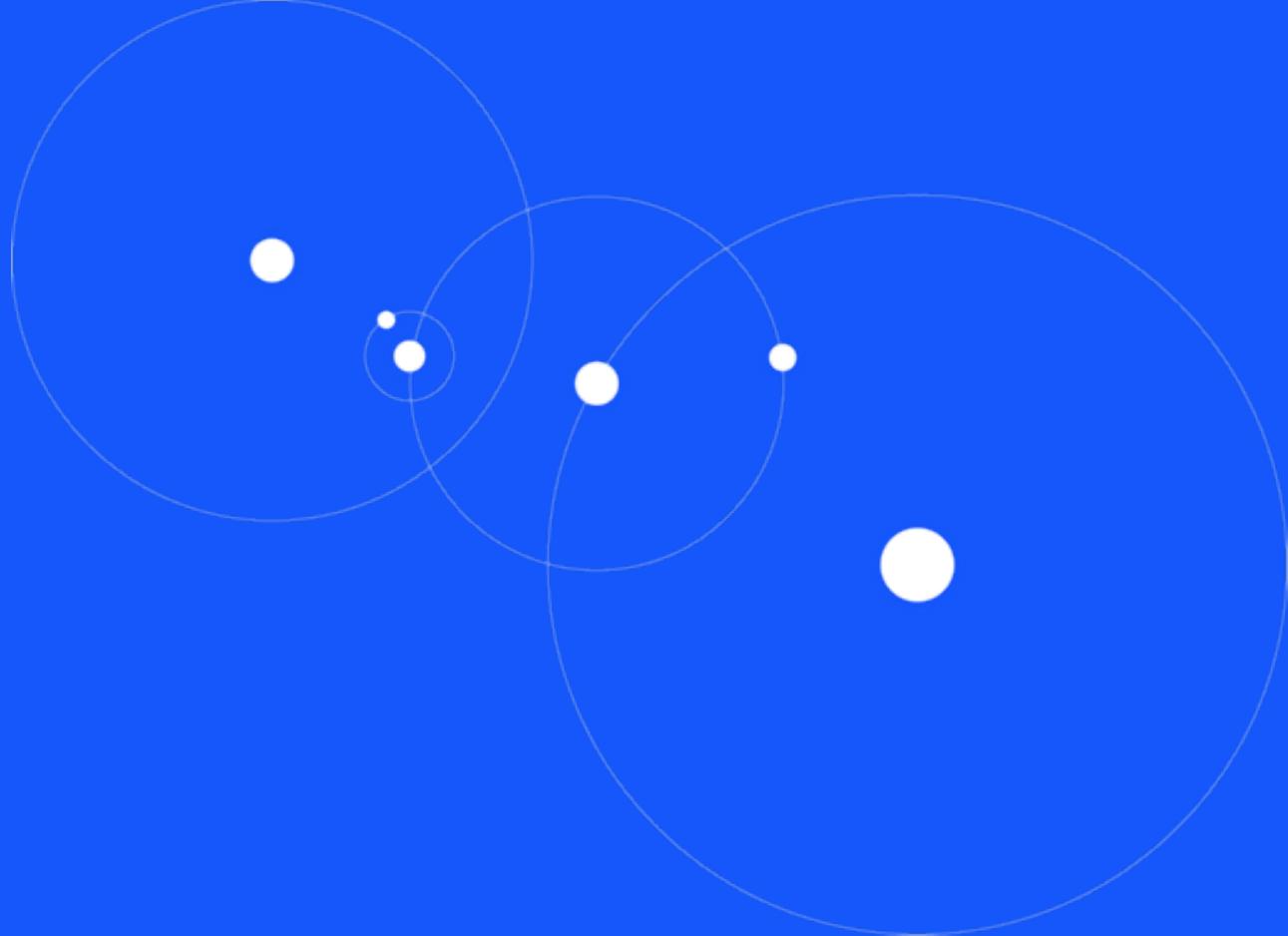
UPSALES

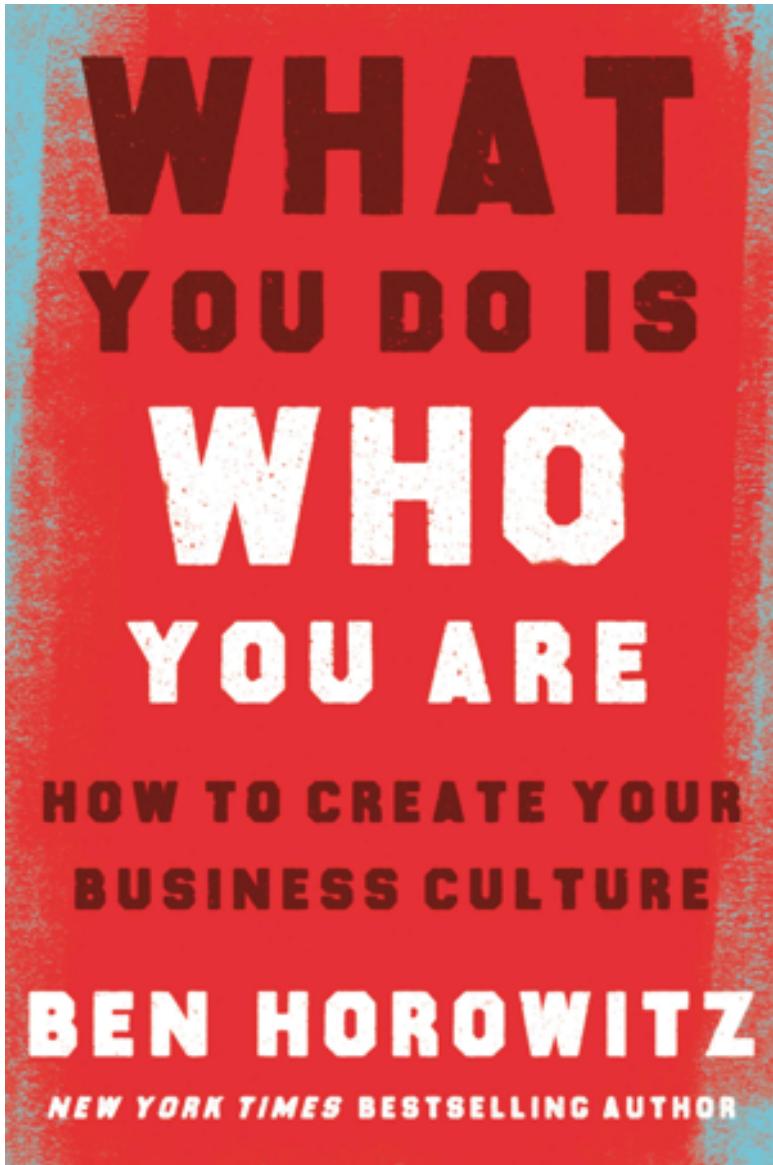
Historik

Utveckling av årligen återkommande intäkter (ARR¹) mellan 2003 - 2018 (MSEK)



#1 kultur



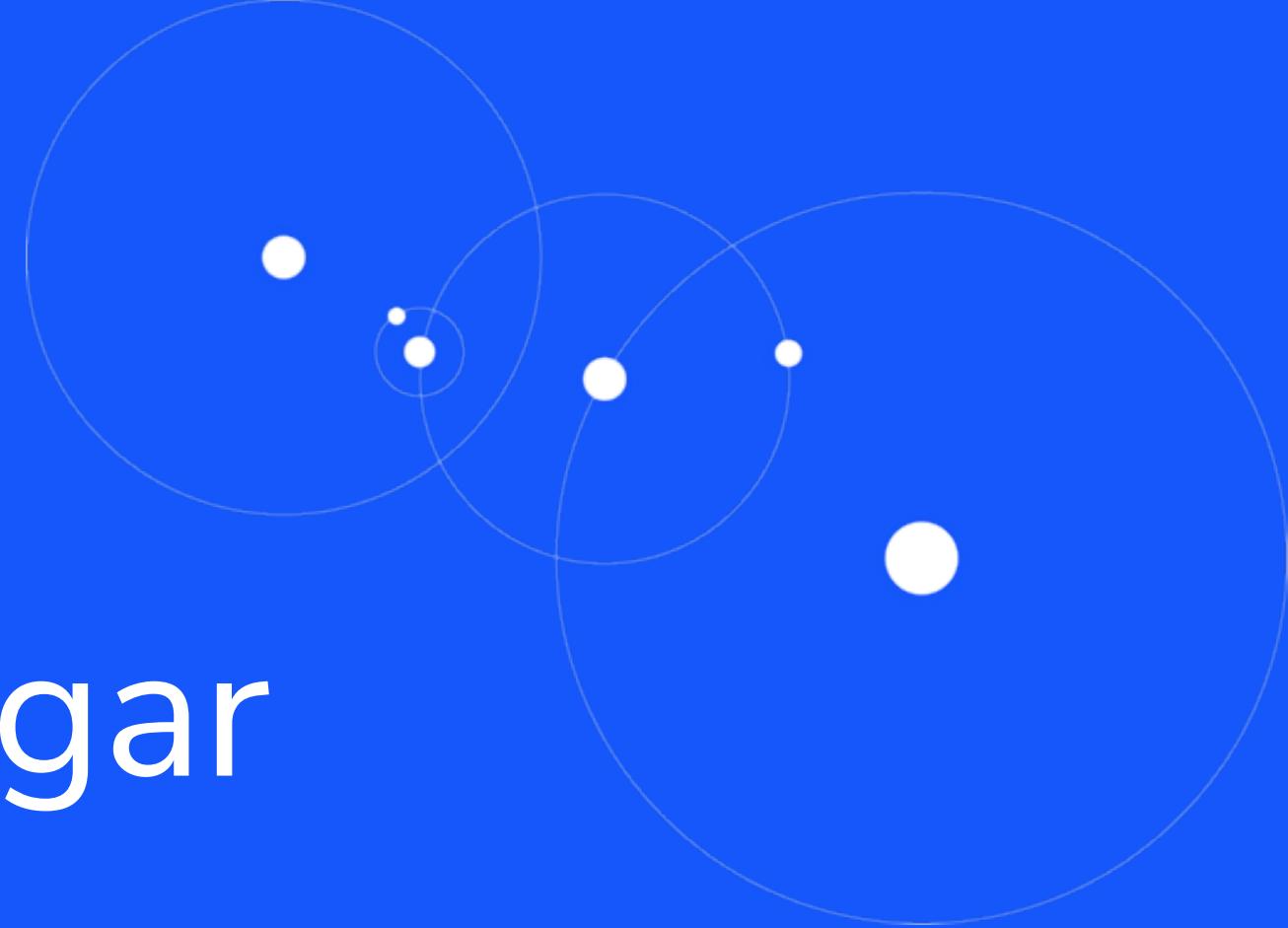


Vad vi gör, inte
säger, sätter
kulturen

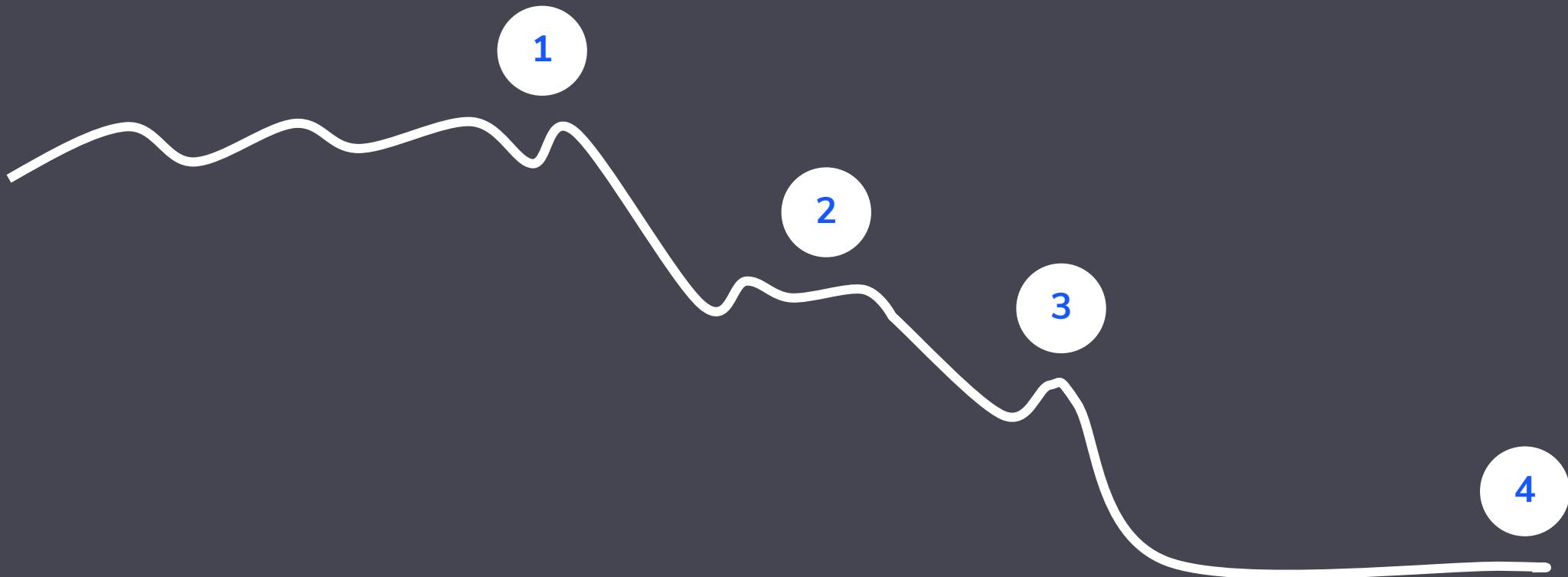


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#2 Prioriteringar



When do we **really** lose our customer?



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Var lägger vi vår tid?

Incoming
issues/questions from
customers

Meetings and
manage projects with
customers

Admin stuff / doing tasks
from colleagues

Evaluate customers and
drive new initiatives



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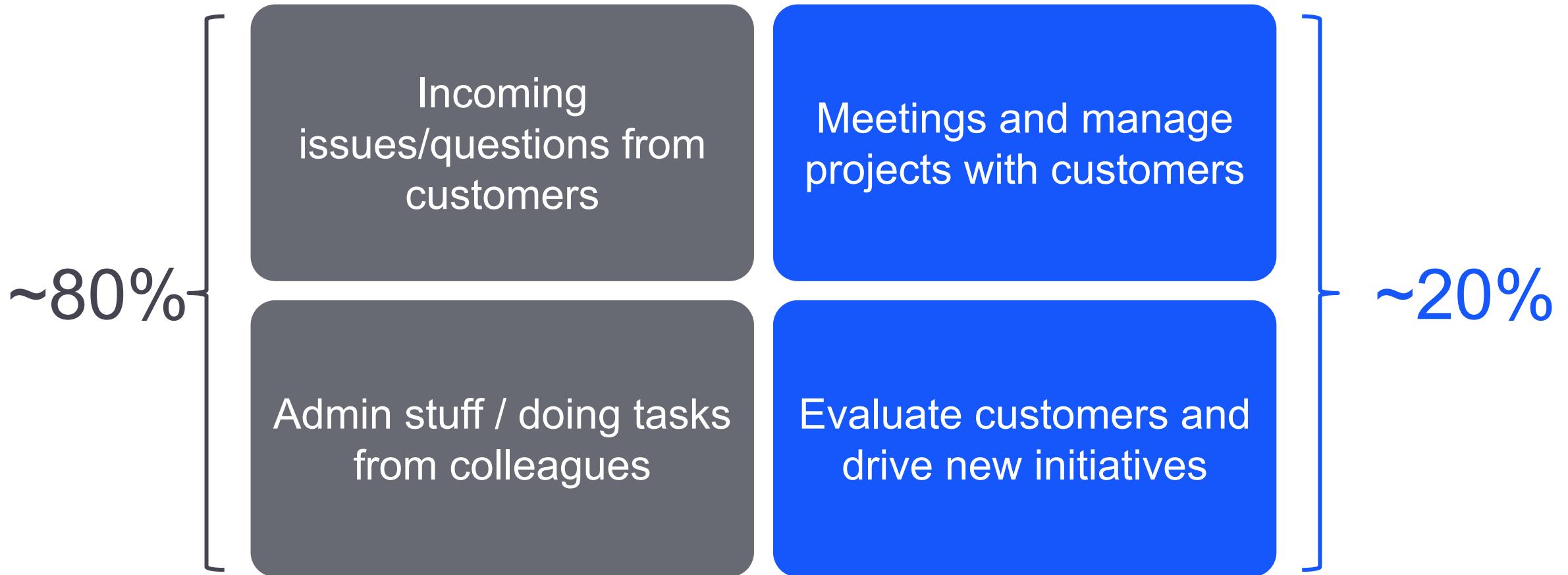
Admin stuff / doing tasks
from colleagues

Evaluate customers and
drive new initiatives



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Our experience shows this



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Reactive

~20%

Incoming
issues/questions from
customers

Admin stuff / doing tasks
from colleagues

Proactive

~80%

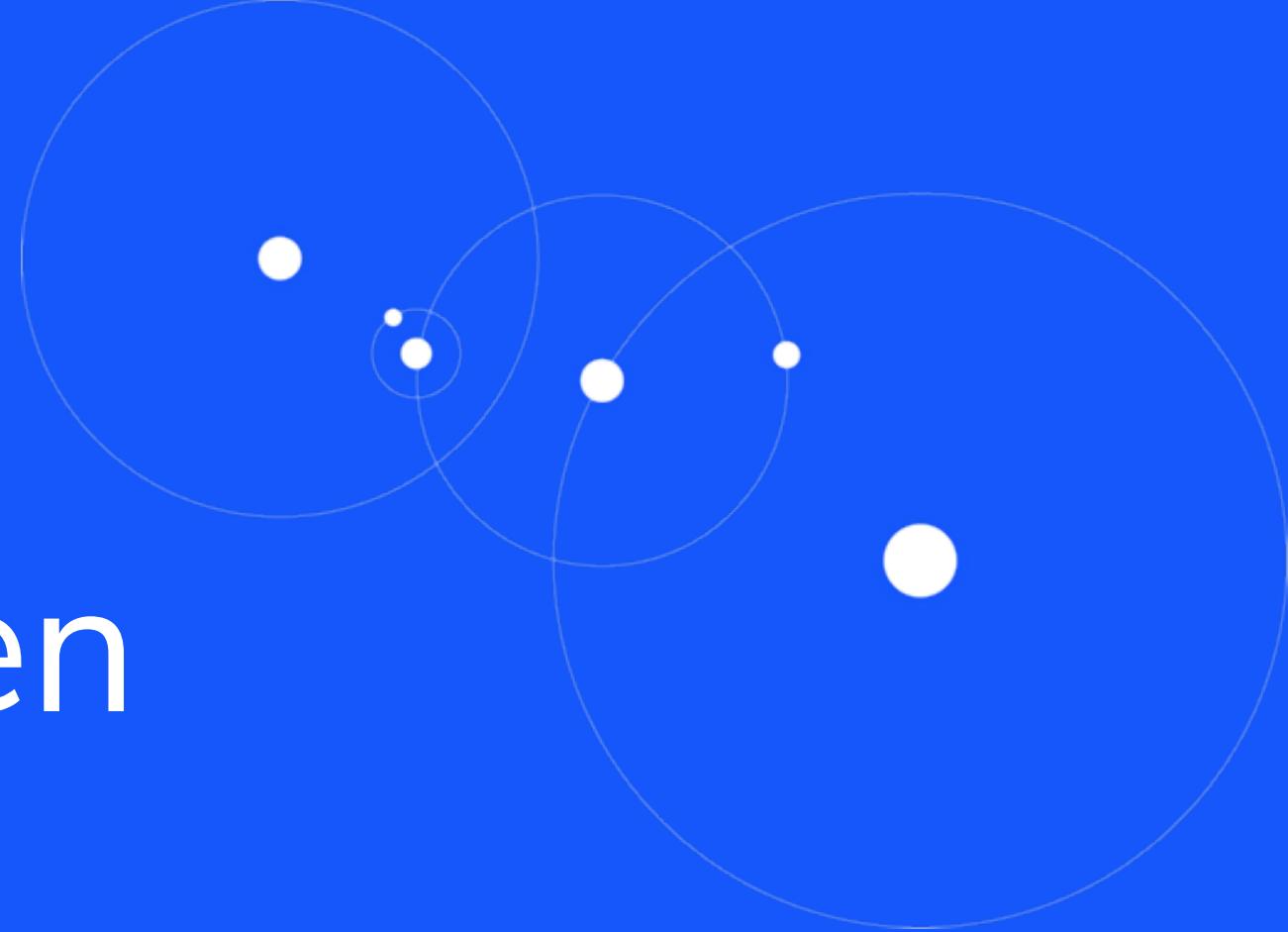
Meetings and manage
projects with customers

Evaluate customers and
drive new initiatives



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#3 Data driven



Analyzing the customer

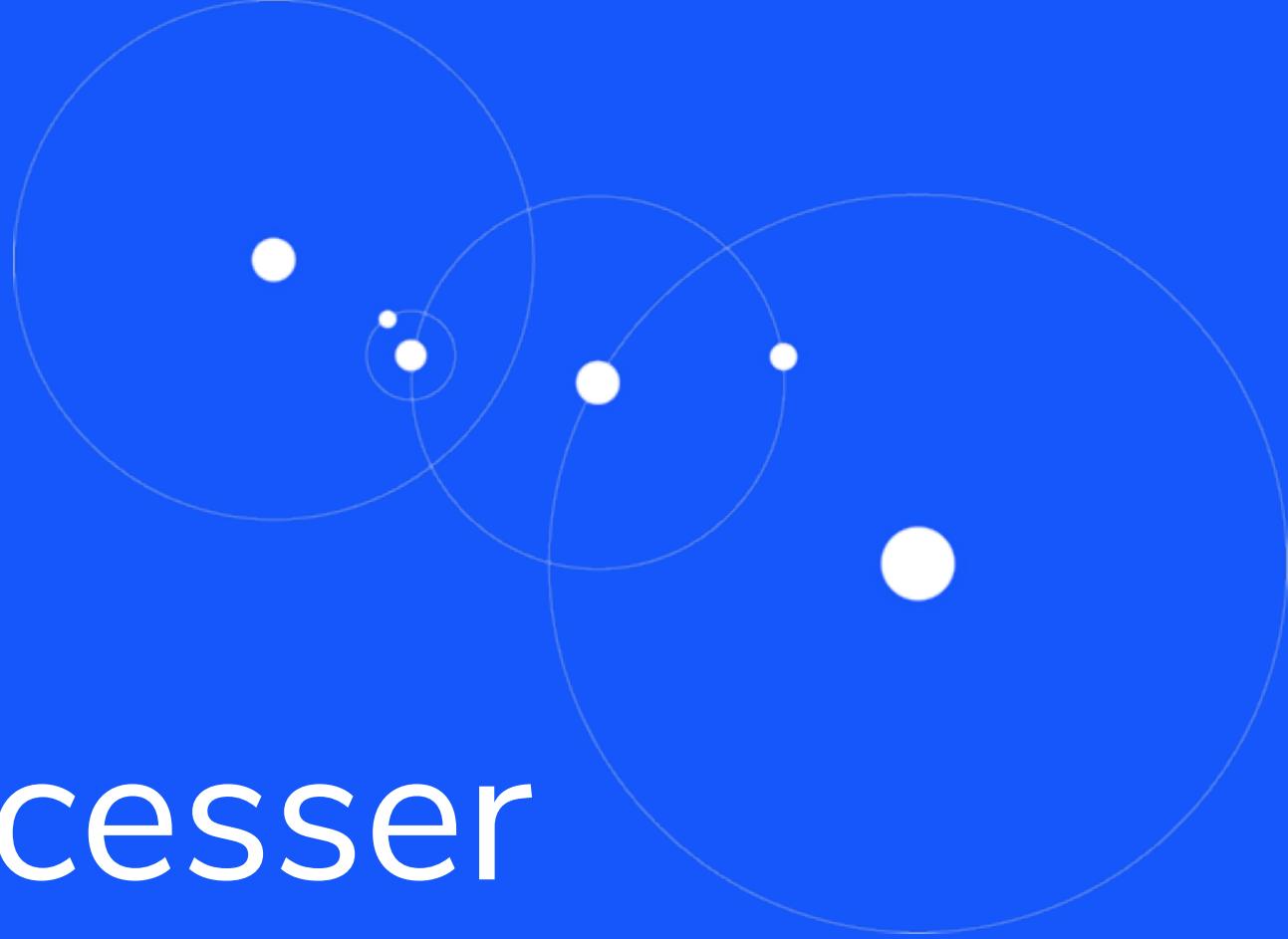
The dashboard displays the following information:

- Customer Name:** Eastern App development Inc.
- Our Current Status:** Doing nothing
- Take action:** A button to initiate actions.
- Health:** how the customer is doing
- ARR:** 206 460
- Usage:** Poor for all products
- Feedback:** Poor from our surveys
- Support:** Good from our team
- ACTIONS:** Reviews in 1 months
- Impact:** Customer since 2 years
- Per product:** Product A, Product B, Product C
- Last surveys:** 2 months ago, 4 months ago
- Open and delayed:** 0 delayed and 0 open
- Closed tickets:** 2



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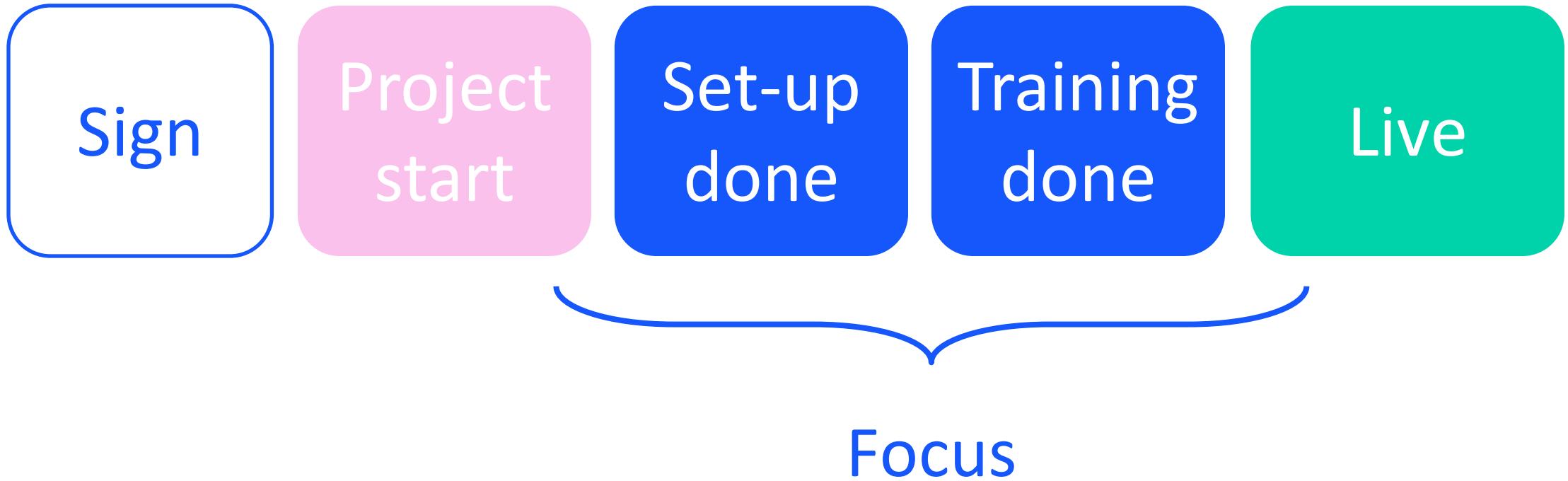
#4 Nyckelprocesser



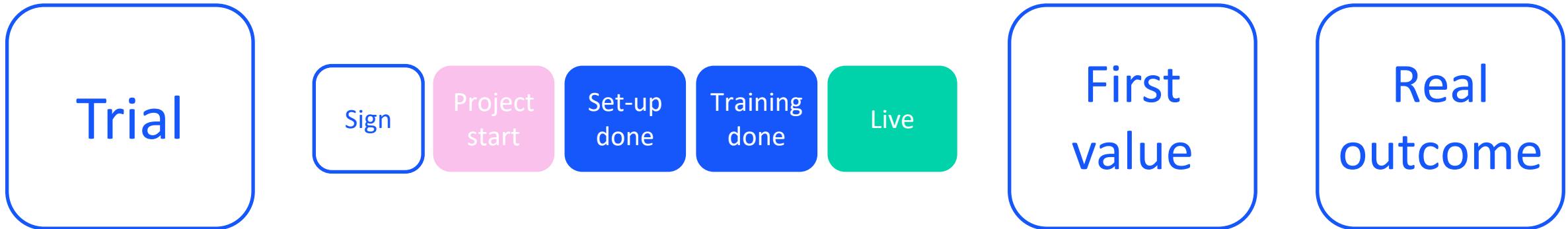
The Proactive Retention Process

- 1. Onboarding**
- 2. Planned check-ups**
- 3. Intervention / correction**
- 4. Expansion**

Traditional onboarding process



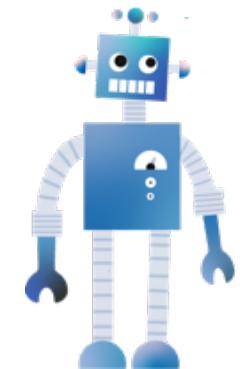
We have to take a wider look at this



We are not done until the customer is getting value!



Each problem requires a different fix



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Different types of expansion

Natural

Assisted

Pro-active



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Different types of expansion

Share of expansion

Natural

“thank you very much”

50-60%

Assisted

“steering the way”

30-40%

Pro-active

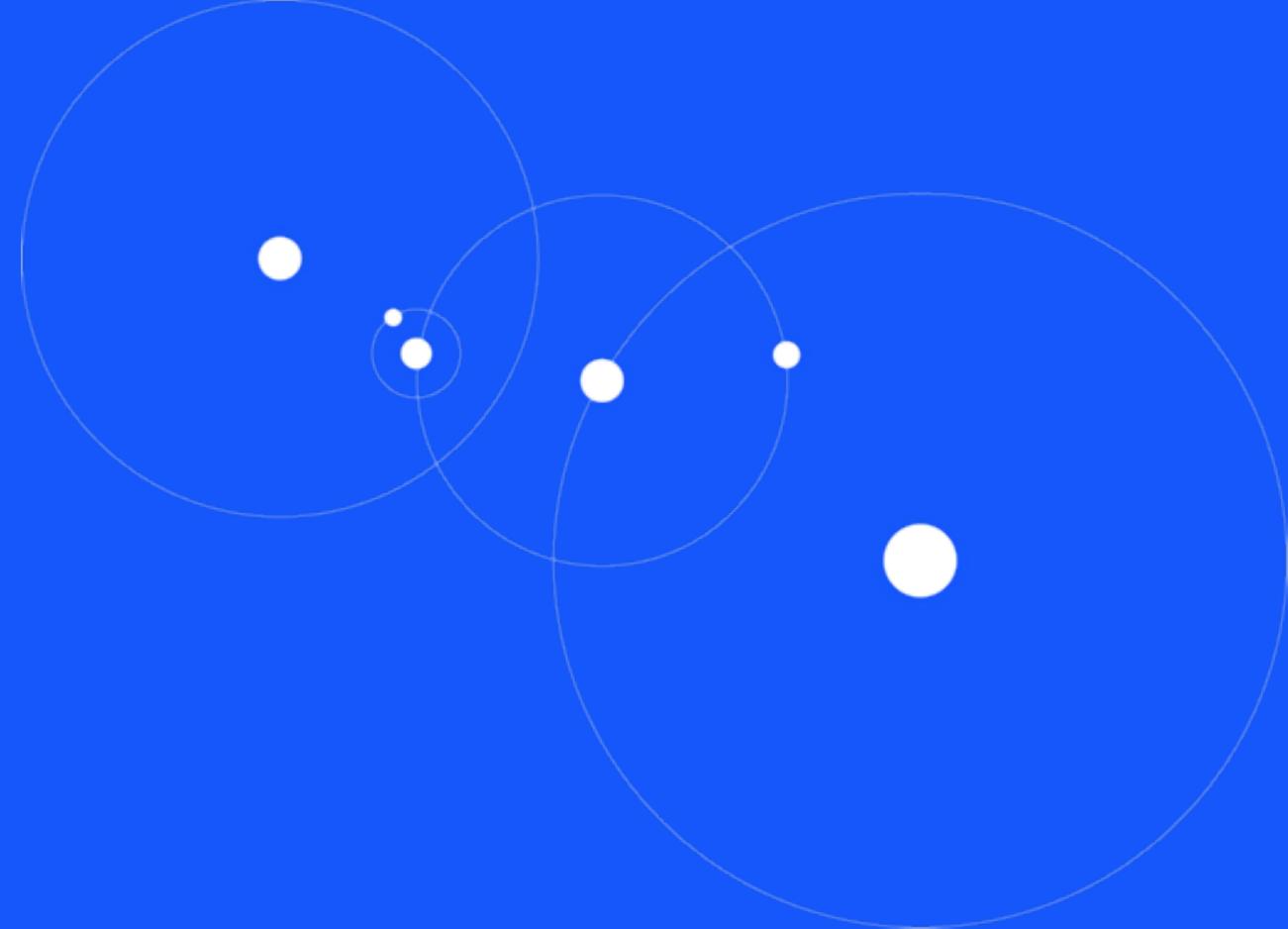
“the shift”

10-20%



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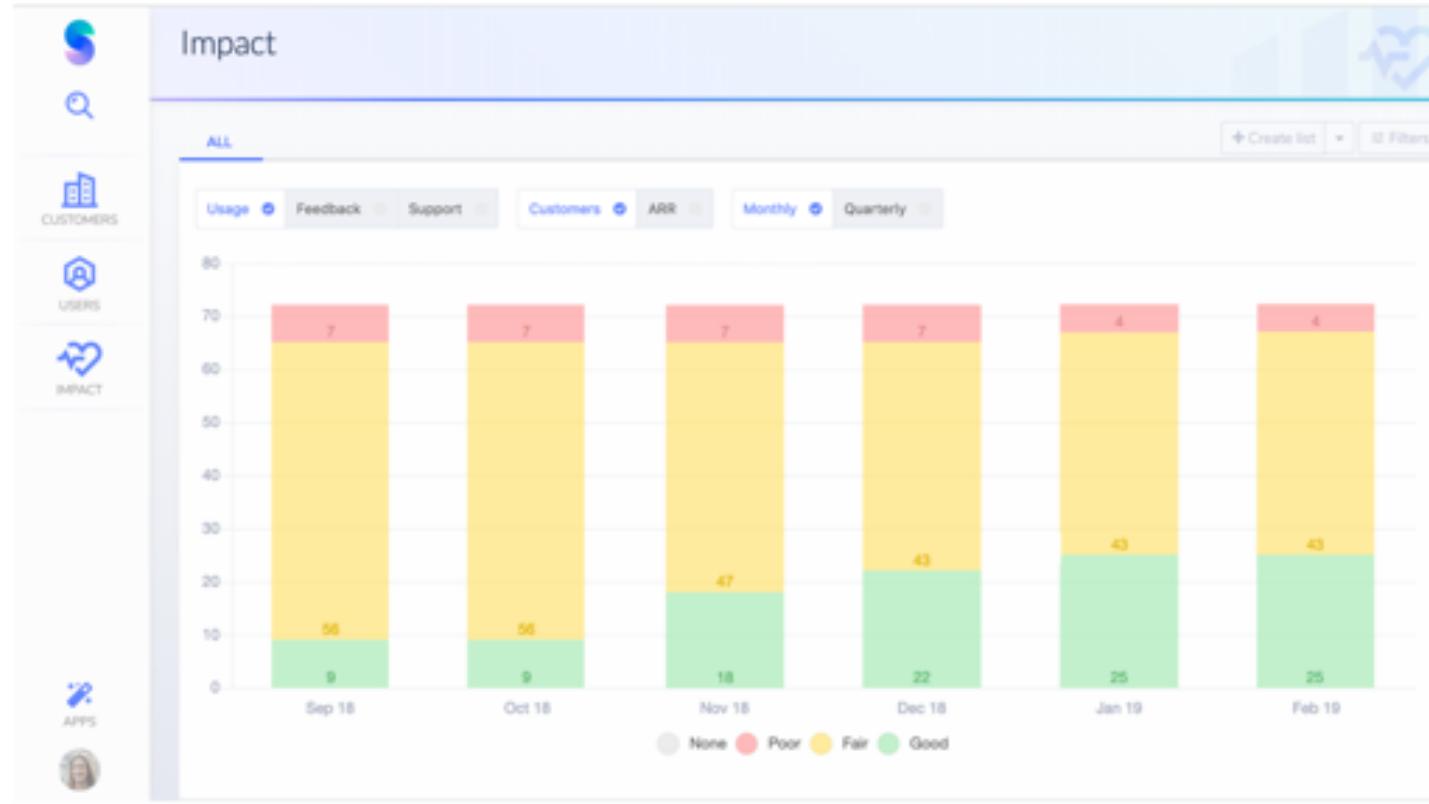
#4 Impact





Looking in the back-view
or forward?

Leading indicators change motivation



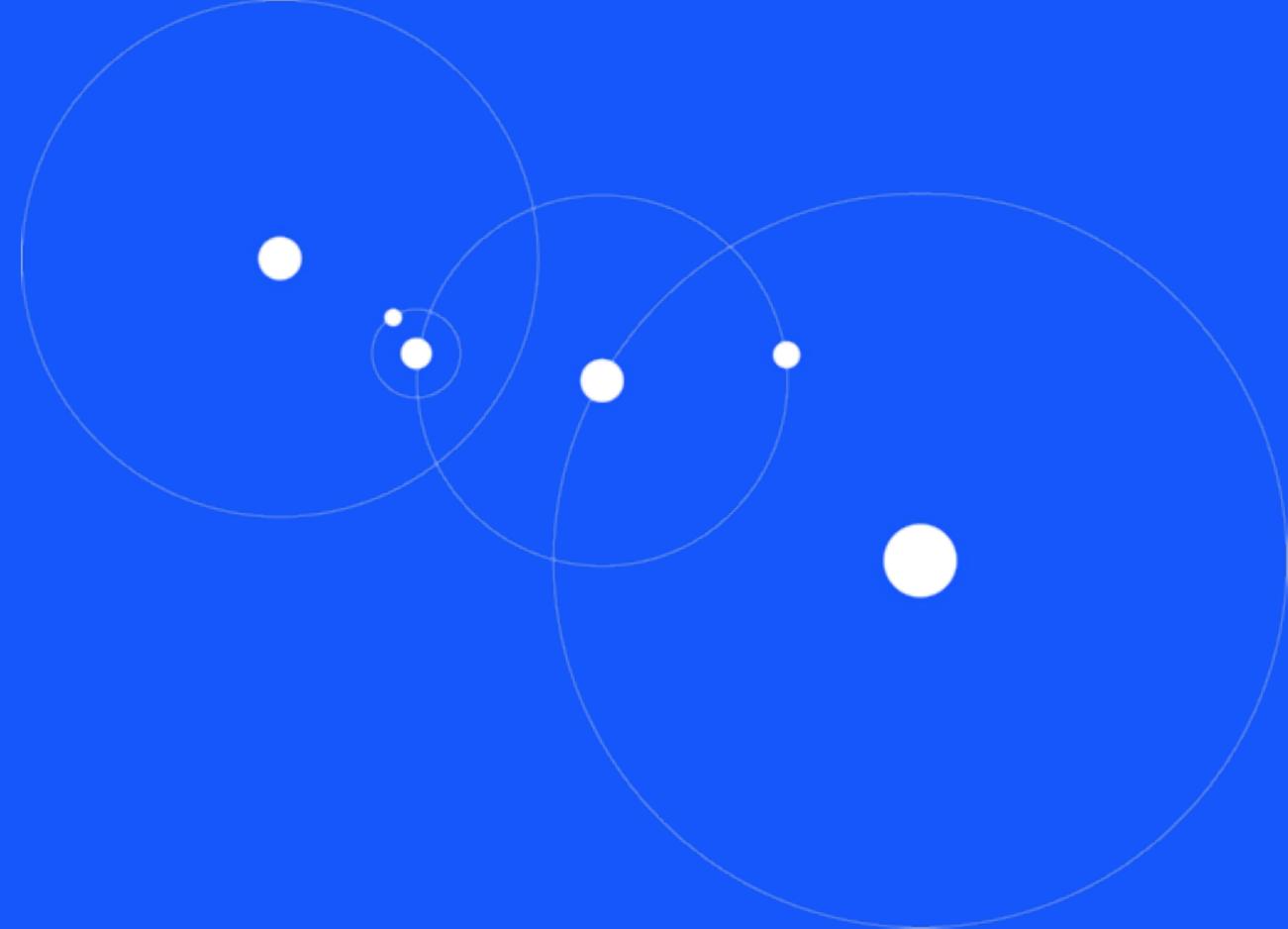
**12 new
customers on
Good!**

**3 less customers
on Poor!**



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Workshop



1) Välj ett kundsegment (bransch, storlek på kund). Skriv ner lite info om segmentet i punktform.

2 min

2) Gruppövning (brainstorm)

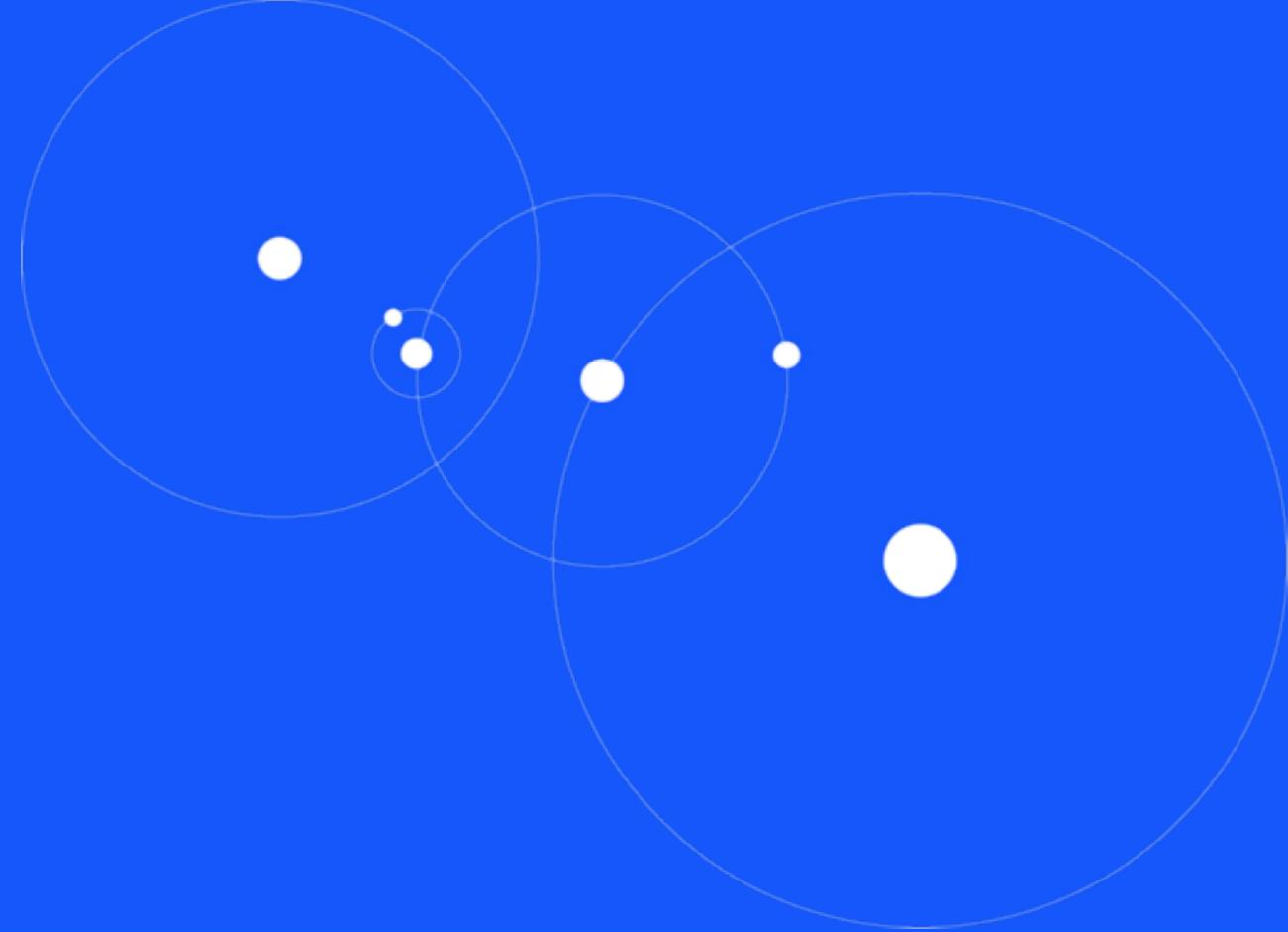
- Sätt er i grupper om 5-7 personer. Om ni är fler från ert bolag, gå till andra grupper.
- Berätta om ert kundsegment, beskriv den gruppen, berätta om jobbet er produkt gör för dem.
- Be om idéer från gruppen för hur onboarding upplevelsen kan bli bättre för den kunden.

15 min

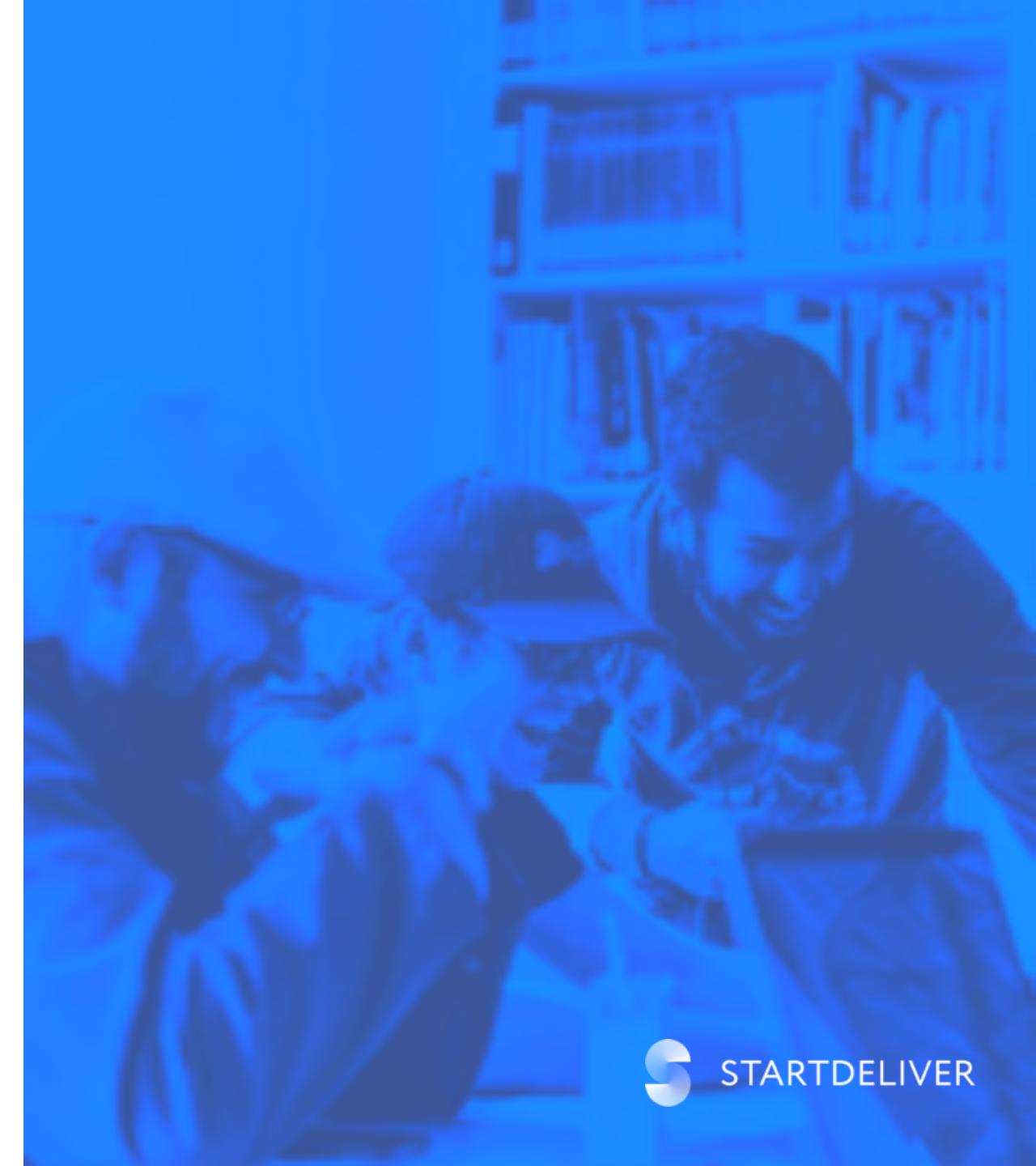
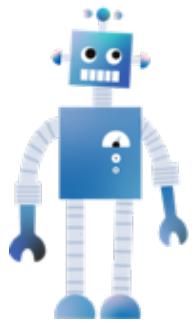


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Q&A



Thank you!



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The logo consists of a stylized letter 'S' inside a circle, followed by the word "STARTDELIVER" in a bold, sans-serif font.