



Customer Success

Zagotovljeni redni prihodki od strank – kako?

SciNote



**“A satisfied customer is the best business
strategy of all.”**

— Michael LaBoeuf

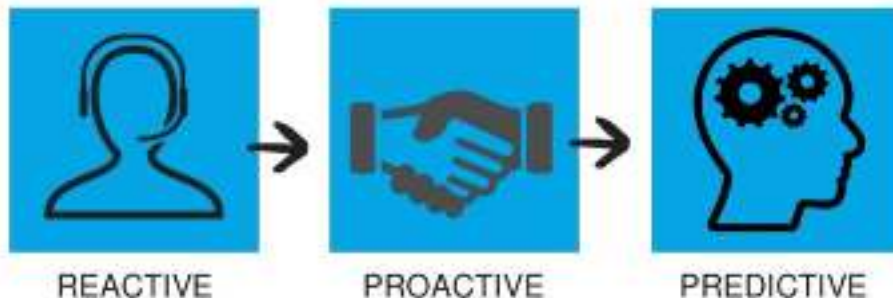
“Odraščanje” oddelka

Začetek: Oddelek za podporo strank

Odzivanje na probleme zamnejal **proaktivno iskanje priložnosti**

Glavni cilji:

- Zmanjšati odpoved naročnin (churn)/povečati obnovo naročnin (renewal)
- Zvišati aktivnost in uporabo produkta
- Zvišati prodajo (upsell)



Potovanje strank



Glavna izhodišča

- Treening “**Onboarding**”
- Zdravje strank “**Healthscore**”
- Stranka je **središče** razvoja produkta
- Obnovitev naročnin “**Renewals**”
- Stopnjevanje vrednosti in pridobivanje zagovornikov “**advocates**”

Onboarding/Trening

AHA trenutak

Superusers ali vodje implementacije

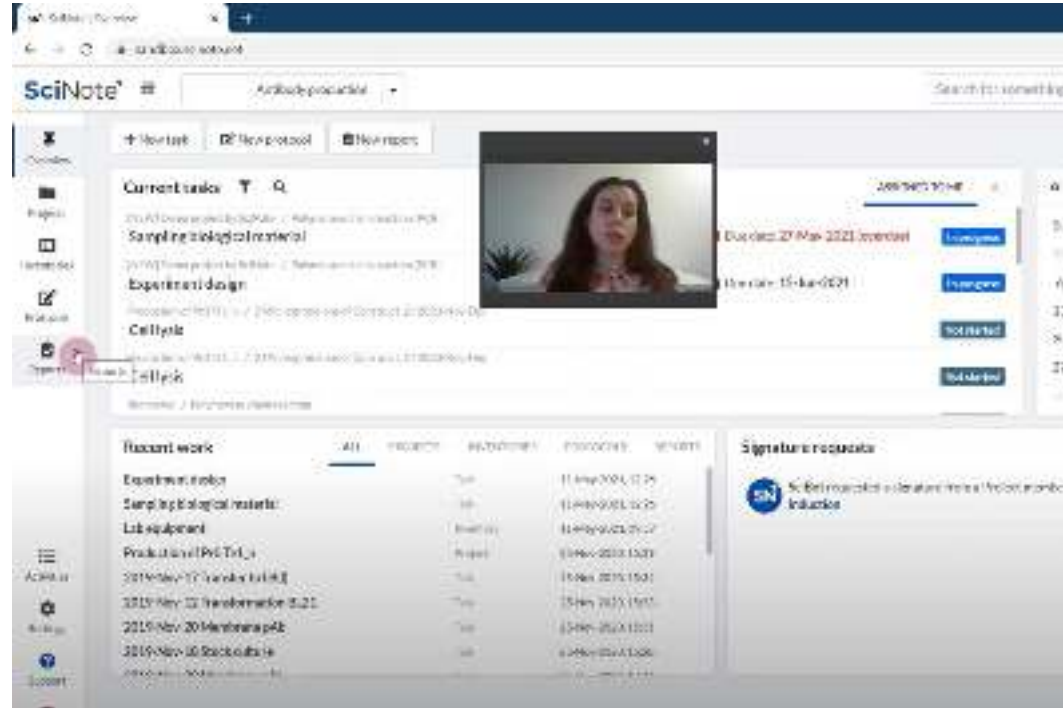
Samostojni onboarding za manjše stranke

Metrike:

Št. Aktiviranih licenc

Aktivnost

Čas onboardinga



The screenshot displays the SciNote web application interface. At the top, there is a navigation bar with the SciNote logo and a search bar. Below the navigation bar, there are buttons for '+ New task', '+ New protocol', and '+ New report'. A video call window is visible in the upper right quadrant, showing a woman speaking. Below the video call, there is a list of tasks under the heading 'Current tasks'. The tasks listed are:

- Sampling biological material
- Experimental design
- Cell cycle
- Cell cycle

At the bottom of the screenshot, there is a table titled 'Recent work' with columns for 'ALL', 'PROTOCOLS', 'EXPERIMENTS', 'PROTOCOLS', and 'WORKS'. The table contains several rows of data, including task names, dates, and times.

Task Name	Date	Time
Equipment setup	11 Aug 2021	12:25
Sampling biological material	11 Aug 2021	12:25
Lab equipment	11 Aug 2021	12:27
Practical level PHL 1	11 Aug 2021	12:29
2019-Nov-17 Transfer to lab	11 Nov 2019	15:01
2019-Nov-12 Transfer to lab	12 Nov 2019	15:01
2019-Nov-20 Mentoring pHL	12 Nov 2019	15:01
2019-Nov-10 Stocking lab	10 Nov 2019	15:06

On the right side of the interface, there is a section titled 'Signature requests' with a 'SIGN' button and the text 'SciNote requests a signature from a Project member' and 'Instrukcije'.

Zdravje strank

3 cone:

- Rdeča (Obnovitev rizična)
- Rumena (Preveriti)
- Zelena (Zdravi)

Customer health score

This property doesn't have a description. [Set property description.](#)

PROPERTY VALUE	SOURCE	DATE
77	[CH5] June Property changed by a workflow	9.6.2021 at 18:06 GMT+2
78	[CH5] May Property changed by a workflow	5.5.2021 at 15:32 GMT+2
62.5	[CH5] April Property changed by a workflow	8.4.2021 at 11:49 GMT+2

0-30

31-70

71-100

Stranka je središče razvoja

“Feedback loop”

“**Data driven response**”-različne v naprej pripravljene poteze

Metrike:

NPS

CSAT



Give feedback 3

Reported ▾

Assignee Unassigned

Reporter

Labels [jira_escalated](#)

Source of suggestion [Premium user](#)

Customer votes 18

Prospect votes 1

Internal votes None

Zendesk Ticket Count 1

Due date None

Components [Permissions](#)

Obnovitve naročnin

Finančna **motivacija**

Redni sestanki

Metrike:

Dollar Churn Rate

Logo Churn Rate


Downsell

Upsell



A screenshot of a CRM software interface. The top navigation bar includes links for Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. Below this is a 'Deals' section with a search bar and a filter dropdown. A search bar contains the text 'Search name or details'. Below the search bar are several filter buttons: 'Deal owner', 'Create date', 'Last activity date', 'Amount', and 'More filters'. At the bottom, there is a list of deal filters with checkboxes: 'RENEWAL ANTICIPATED', 'LIKELY TO RENEW', 'LIKELY TO CHURN', 'DOWNSOLD', 'RENEWED-WON', and 'CHURN'.

SciNote [Product Information](#) [Reviews](#) [Pricing](#) [Features](#)

 Jeffrey B.
Senior Research Scientist and Laboratory Manager, Diagnostics
Geni-Quintana (GeniQuintana.com)

[Verified Customer](#) [Verified Current User](#) [Review on this page](#)

★★★★★ Jun 14, 2021

"Easy to use, always improving, and great customer support - SciNote's great!"

What do you like best?

The customer support has been and continues to be excellent. The team at SciNote goes above and beyond to listen to and take my colleagues' feedback seriously; we've seen many of our suggested improvements implemented over time, and SciNote has continued to evolve to suit our laboratory's needs.

What do you dislike?

For someone new to ELN, the number of features can seem daunting. Fortunately, SciNote has a comprehensive academy with many tutorials available, allowing a novice to master SciNote's features quickly. The team at SciNote can take this a step further by offering recommendations and tips to newcomers for structuring and streamlining projects.

Recommendations to others considering the product:

Keep the number of ongoing projects within a given year to a minimum. It's easy to create a lot of unnecessary managerial work by making too many projects. Streamline projects whenever possible to avoid redundancy and archive completed projects.

What problems are you solving with the product? What benefits have you realized?

The COVID-19 pandemic disrupted a lot of our company's work; the team had to work from home, eventually working in staggered shifts. The time spent in the lab became more precious, limiting the amount of time available to organize and document these efforts. SciNote allowed our company to document the new procedures by enabling the team to design experiments and manage data from home.

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Stopnjevanje vrednosti

Testimonials

Reviews

Referrals

References

Glavna metrika:

Št. referralov

Kaj smo se naučili?

- Spraševanje, **poslušanje** in zapisovanje
- **Tesno sodelovanje** z drugimi ekipami
- **Meritve** in vrednotenje teh meritev

