

# Customer Success

GLORIFIED SUPPORT OR EXTENDED SALES?

# Speaker

- **Matic Uzmah**
- Co-founder and CEO **SupportHero**. In-App, a self-help support tool that provides an advanced knowledge base system for +1000 SaaS apps. The company was sold in March 2019.
- Co-organised many global events - **SaaStr** Europa in Paris - with +3k attendees from 2018 to 2019, **Growth Marketing Conf** 2018, **Founders Talks** 2019, **Sean Ellis meetup** and workshop 2019 and **SaaStock** Ljubljana with 10+ events in 2020 and 2021.
- We build several products from **ReferralMagic.co**, a referral tracking system for developers and a privacy tool **Librebeat.com**, that helps users get their data back.
- Over the past few years, I've helped companies launch, optimise, and scale. To name a few: Agorapulse, SaaStock, SaaStr, Povia Labs, Yur.Fit, Taskade, Clario, OriginTrail, CloudHQ, Mailbird, Anyline, Visionect, BirdBuddy, Meetfox.



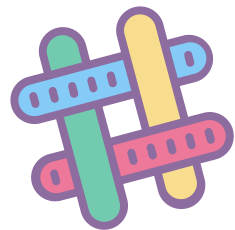
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# Software as a Service

Shift to SaaS as the way of delivering software led directly to the most important change of all - subscription-based licensing. Today we often refer to these subscriptions as "software subscriptions" but in reality, the customer is really leasing not only software but also some portion of the entire infrastructure required to run it, typically on monthly or annual contracts.



# Consuming software before and after the cloud

Ownership

Price

Hardware

Hardware price

Time to install

People

Availability

## BEFORE CLOUD

☑ **Application**

☑ **\$2 million**

☑ **Servers, Networking, Storage**

☑ **\$2 million**

☑ **9-24 months**

☑ **Lots**

☑ **Office**

## AFTER CLOUD

☑ **None-lease/subscription**

☑ **\$1000-10000/month**

☑ **All included in the subscription**

☑ **All included in the subscription**

☑ **0 - 6 months**

☑ **Few**

☑ **Anywhere**

# Customer Success

It's a proactive, real-time sales approach consisting of building relationships with existing customers, understanding in depth their company and product goals, and helping the customer meet those goals through day to day contact.

There are three basic benefits that come from executing customer success well:

- Reducing (managing) churn
- Drive increased contract value for existing customers
- Improve the customer experience and customer satisfaction



Customer success is not customer support

# Customer Success vs. Customer Support

Financial

Action

Metrics

Model

Jobs to be done

Goal

## CUSTOMER SUCCESS

- ☑ **Revenue Driven**
- ☑ **Proactive**
- ☑ **Success-oriented** (Retention, CLV, Revenue, customer health)
- ☑ **Analytics focused**
- ☑ **Customer Experience, Product Adoption, Upsell, Cross-sells**
- ☑ **Predictive**

Driving Customer value from product

## CUSTOMER SUPPORT

- ☑ **Cost Center**
- ☑ **Reactive**
- ☑ **Efficiency oriented** (# of cases solved, NPS)
- ☑ **People-intensive**
- ☑ **Technical support, Knowledge base**
- ☑ **Responsive**

Driving customer satisfaction

# Case study

**\$50k**

Monthly recurring revenue

**\$1k**

Average Revenue per Customer

**\$1250**

Customer Acquisition Costs (CAC)

**50**

Customers

**15% m/m**

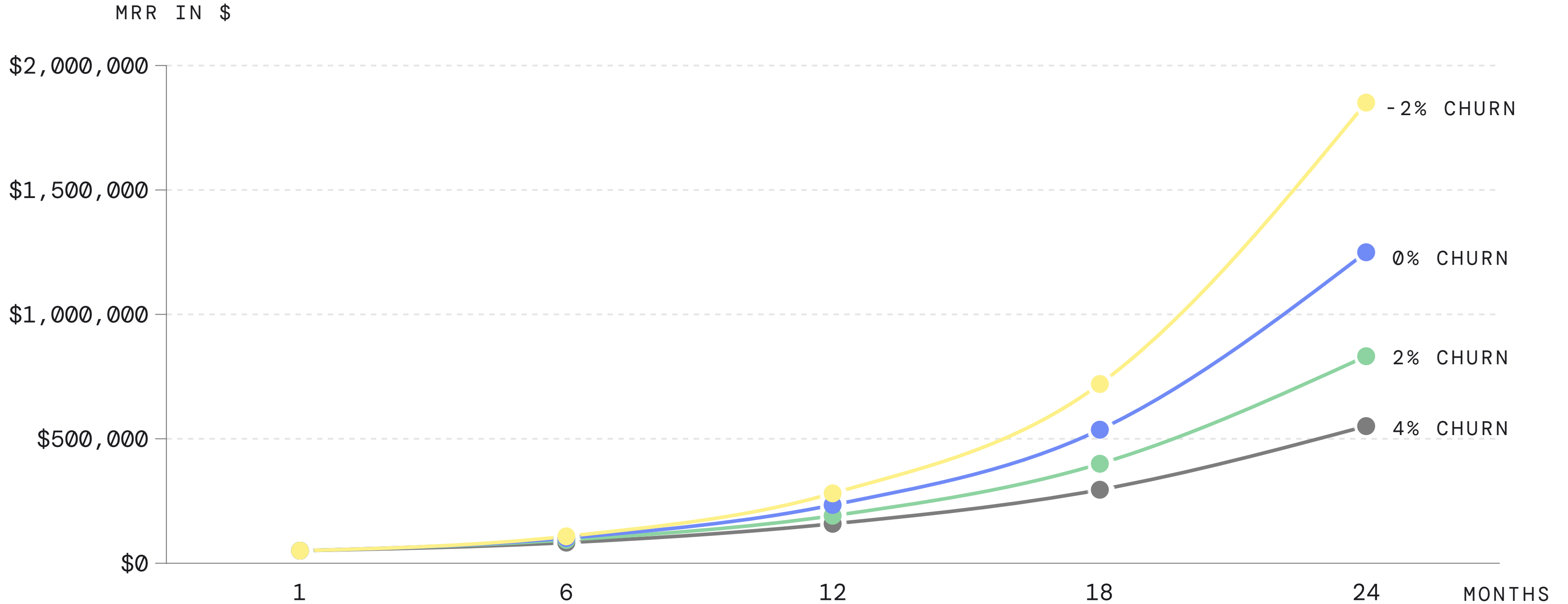
Monthly growth rate

**4%**

Monthly Churn Rate

Challenge: Reduce churn rate from 4% to 0%

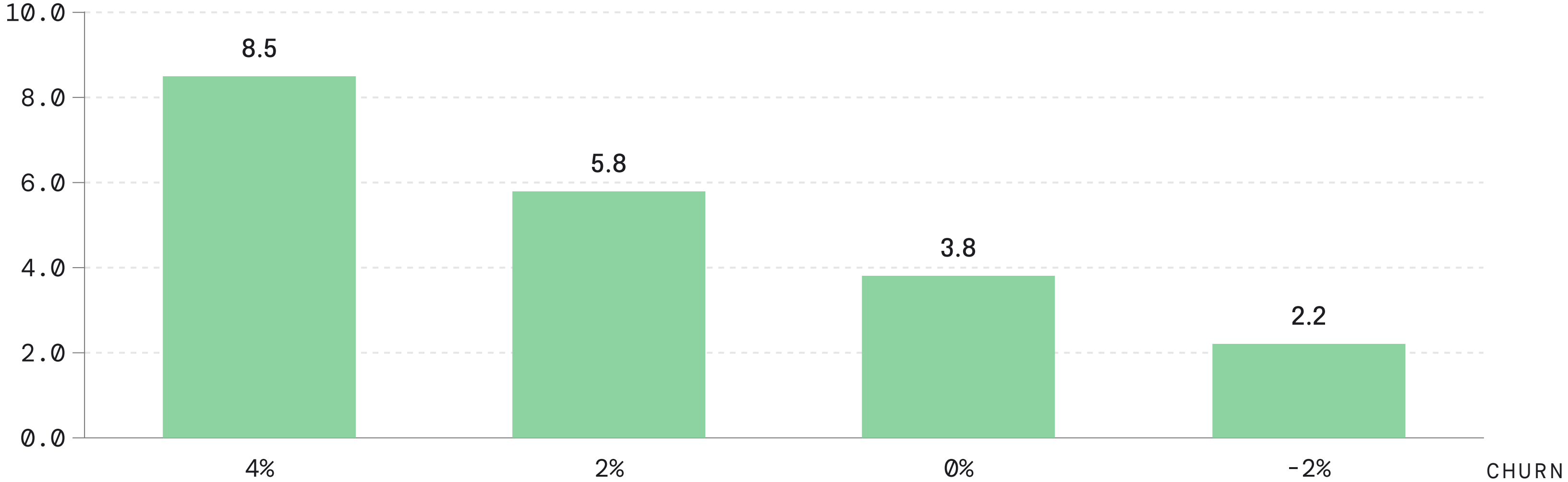
# Churn's impact on the Revenue Growth



How to 4x your MRR in 24 months



# Sales and marketing spend required to double the revenue



It takes half of the capital to acquire customers to double the revenue with 0% churn rate.

# Sell to the Right customer

## DEFINING THE RIGHT CUSTOMER

Does it encompass a particular use case or line of business, a particular industry vertical or a particular size of customer that fits with your existing product?

## NOT ONLY CHURN

The churn itself is only the tip of the iceberg; the cost of signing customers that you can't make successful could be enormous.

## PRODUCT MARKET FIT

Selling to the right customer and being completely aligned with your product-market fit is a mission that growth companies need to focus on throughout the entire organisation.

# Make Customers Successful

## HOW IS YOUR CUSTOMER MEASURING SUCCESS?

In other words, what is the customer unit of measure (time saved, incremental revenue, reduced cost, specific financial impact), and what results does the customer need to declare victory?

## IS THE CUSTOMER ACHIEVING THAT VALUE?

Or at least on a realistic path to achieving it?

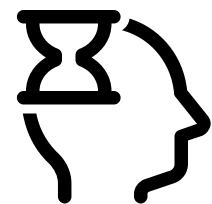
## OVERALL EXPERIENCE

What has the customer's experience been with you along the way?

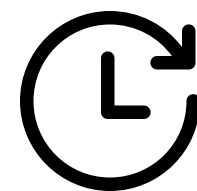
# Monitor and manage customer health

UNDERSTANDING CUSTOMER HEALTH IN THE CUSTOMER SUCCESS WORLD IS VERY SIMILAR TO YOUR SALES LEADERSHIP (AND EXECUTIVES) UNDERSTANDING THEIR PIPELINE. AND WHAT DOES A CLEAR VISION OF THE PIPELINE DO FOR YOUR SALES VP? AT LEAST THREE THINGS:

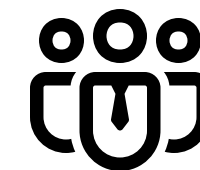
PREDICT FUTURE  
BEHAVIOUR



PREDICT TIMING OF  
FUTURE BEHAVIOUR



ENABLE BETTER  
MANAGEMENT OF THE TEAM



# Product as the differentiator

THE KEY TO CUSTOMER RETENTION, CLIENT SATISFACTION, AND SCALING THE SUPPORT AND SERVICE ORGANISATION IS A WELL-DESIGNED PRODUCT THAT'S COMBINED WITH A BEST IN CLASS CUSTOMER EXPERIENCE.



# Time-to-value

DECREASED TIME TO ONBOARD CLIENT

DECREASED TIME TO CLOSE FIRST DEAL

INCREASED VIEWERSHIP

INCREASED % USERS ACTIVELY USING THE SOFTWARE

DECREASED TIME TO ONBOARD CLIENT

CUSTOMER SUCCESS IS SIMPLY ENSURING THAT YOUR  
CUSTOMERS ACHIEVE THE DESIRED OUTCOME THROUGH THEIR  
INTERACTIONS WITH YOUR BUSINESS.

THAT'S IT.

# Thank you

AS ALWAYS, I'M OPEN FOR QUESTIONS.



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