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Prove Your Worth

Tie Your Programs to Retention

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Agenda



WHY you should
tell this story



HOW you tie your
programs to
retention



EVANGELIZE your
findings to
leadership



USE the data to
inform your
decisions





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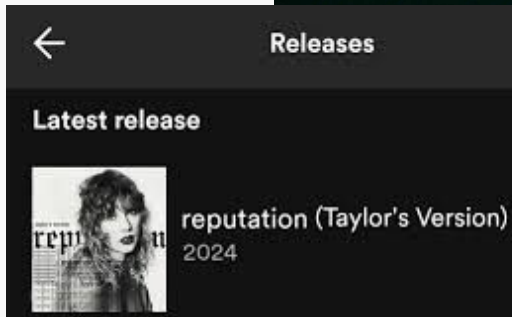
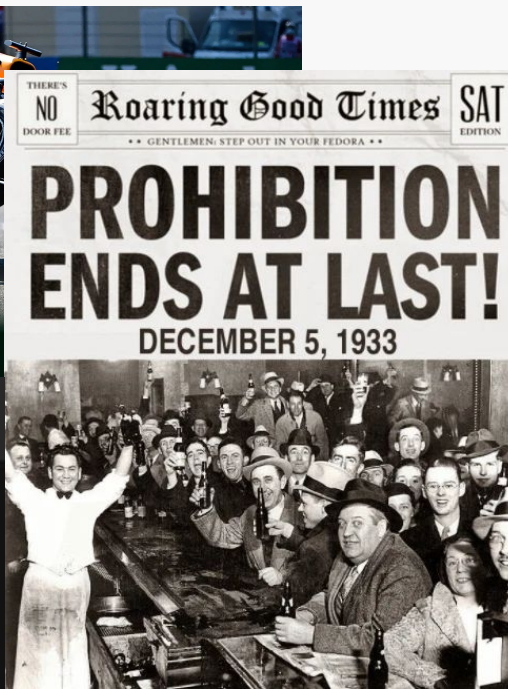
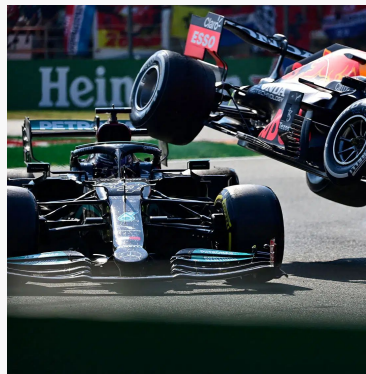


WHY

Who is familiar with the term

MY ROMAN EMPIRE

The term “my Roman Empire” is referencing **something that you think about all the time.**



Your leadership team's Roman Empire...

Retention

- CEO – wants business to succeed
- CCO – wants to keep customers coming back
- CFO – wants business to make money
- CRO – is measured on Net & Gross ARR

They're already thinking about it, so you should be talking about it and how your work relates to it





HOW

What it feels like trying to correlate anything to retention



Step 1: Hypothesis

Customers that complete at least one University course are more likely to renew and upgrade.

Correlation

Long-tail

Customers that receive this proactive, product-triggered email communication will increase their adoption of this part of our product.

Causation

Short-tail



Step 2: Metrics

What metrics do you need to test your hypothesis?

Examples:

- Attendance to live events
- Course completions/registration
- Views of in-app messaging
- Other?

Important!!

Gather these metrics for a rolling 12 month period or for the past fiscal year



Step 3: Revenue Metrics

This is where you go get help from:

- Customer Ops
- Revenue Ops
- Data teams
- Finance

Retention status + CE
metric of choice leads to....

Things you need to have


- Latest quarter's churn breakdown, including:
 - Accounts that renewed
 - Accounts that upgraded
 - Accounts that downgraded
 - Accounts that churned



What this looks like


In *really* simple terms

Gathered from your LMS
or a CS data warehouse
like Gainsight



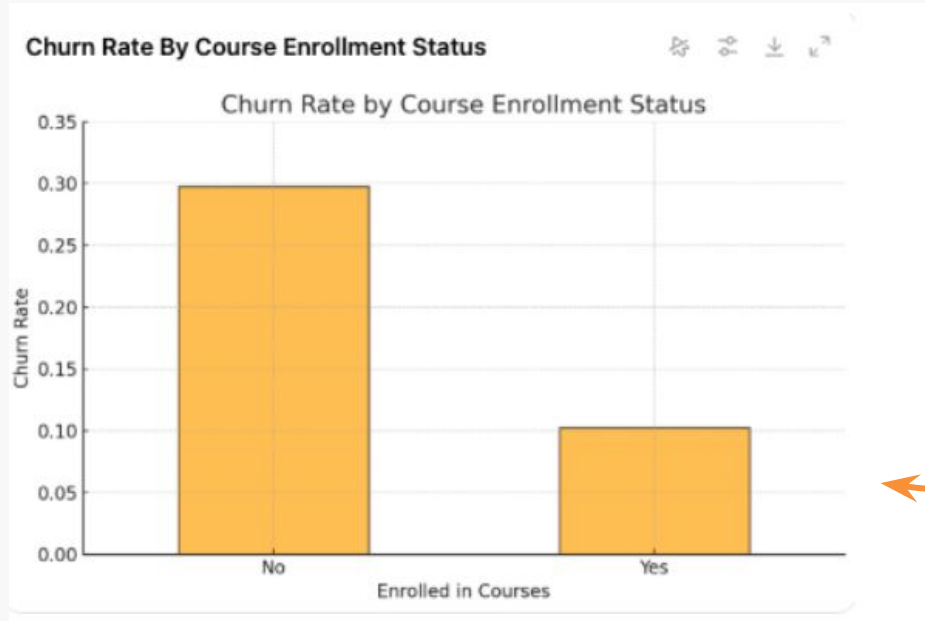
Account	ARR	Status	Completed a Course in past 12 mo
Piper	\$128,000	Renewed	Yes
BirdsAreReal	\$32,000	Upgraded	Yes
Ai Pasta	\$25,000	Downgraded	Yes
Flavor Town	\$72,000	Churned	No

Gathered from Rev
Ops/Finance after EOQ



Step 4: Prove your Hypothesis

Make it easy for stakeholder to visualize



Once you've got that giant spreadsheet or report, start breaking it down by the Status.

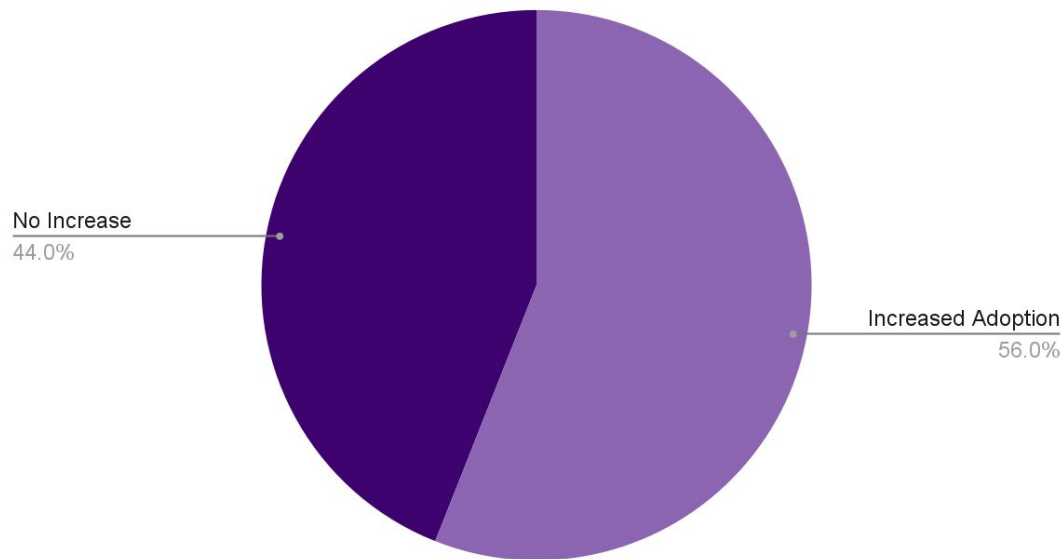
- Of all customers that Renewed, how many completed a course?
- Vice versa (churn)

This is what we show stakeholders



What if I need more causation?

Total Accounts with Increased Adoption



- I. Identify customers that have low adoption of a key feature
- II. Create a campaign that pushes them to complete courses
- III. Compare their adoption after receiving this campaign
- IV. Determine what effect taking the courses had on their adoption





EVANGELIZE

Assuming good results... tell everyone

My personal favorite ways to share the good word:

- Leadership Meeting
- Customer Ed Monthly Newsletter
- Slack via an Announcements channel
- Gate-crash a Sales scrum

Other suggestions:

- ???



email

***a hot new ~~bombshell~~
enters the villa****

* your inbox



Why does this matter to me?



Most customers decide to churn during their first 90 days



Knowing there is immediate customer support dissuades fear



A smooth handoff provides a final closure to the sale



A huge competitive advantage over others





USE

EX:// Course completion = retention



Leverage findings to increase resources for courses



CSM and Sales training on the options and value of courses



Develop targeted campaigns towards those un-engaged in courses



Find new avenues for promoting engagement with courses



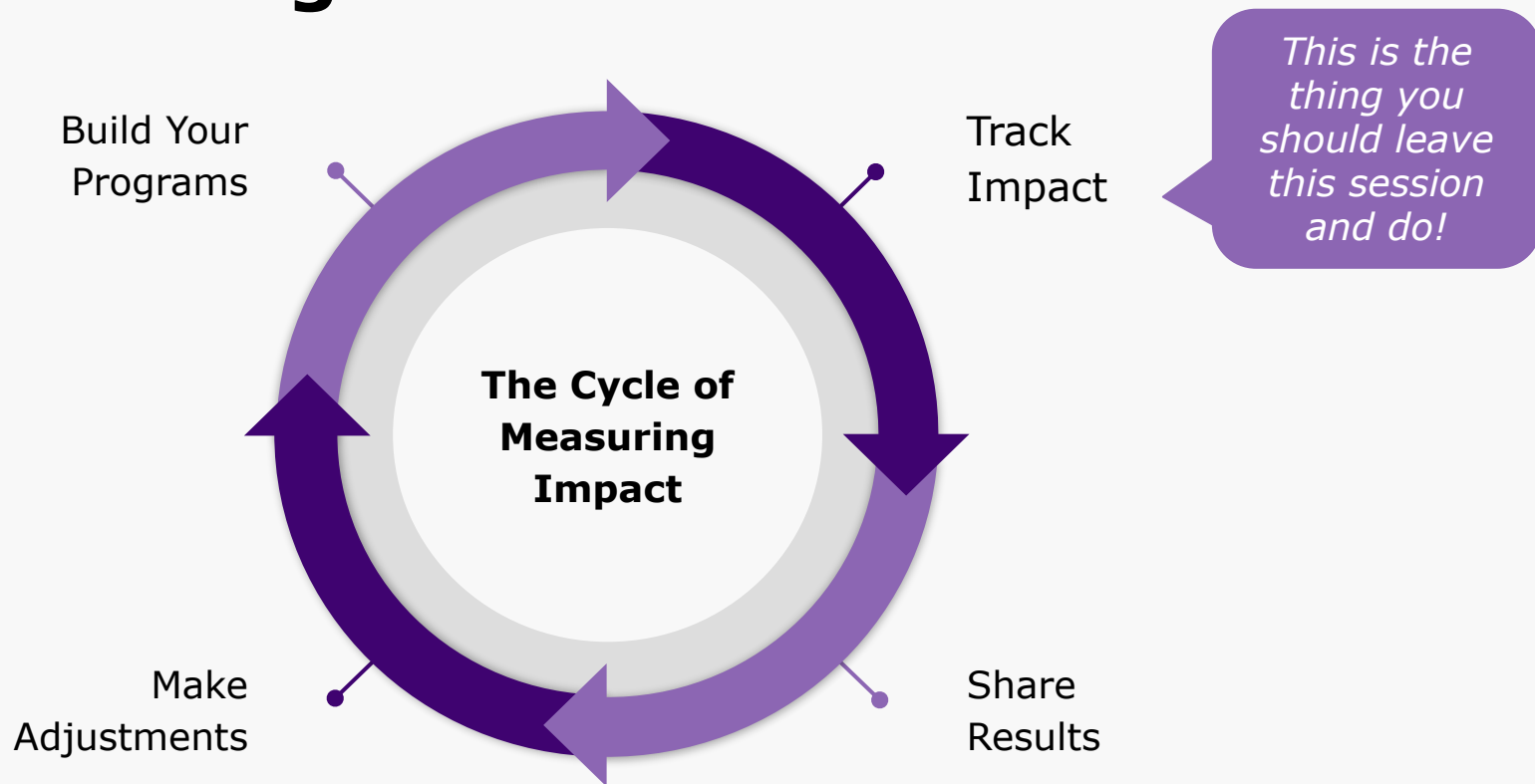
Surface course completions to AMs for upsell opportunities



Reward your top performing and engaged customers



Use this as a guide



Thank you!

Q&A

Kat Breeggemann – *Add me on LinkedIn!*

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Digital Customer Success | Scaled comms,
data-driven decisions



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