



Webinar Notes:

Topic: A Value Based Approach to Measurement for Customer Success

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Why do We Measure?

There are quite a few ways you can measure and look at what they provide:

1. Confidence that we are moving in the right direction
2. Gives a comparison with others and our earlier selves
3. Helps with where to apply effort
4. Provides evidence of success for customers

Remember! - **TREND IS YOUR FRIEND**

Make sure you look at improvements/changes over time

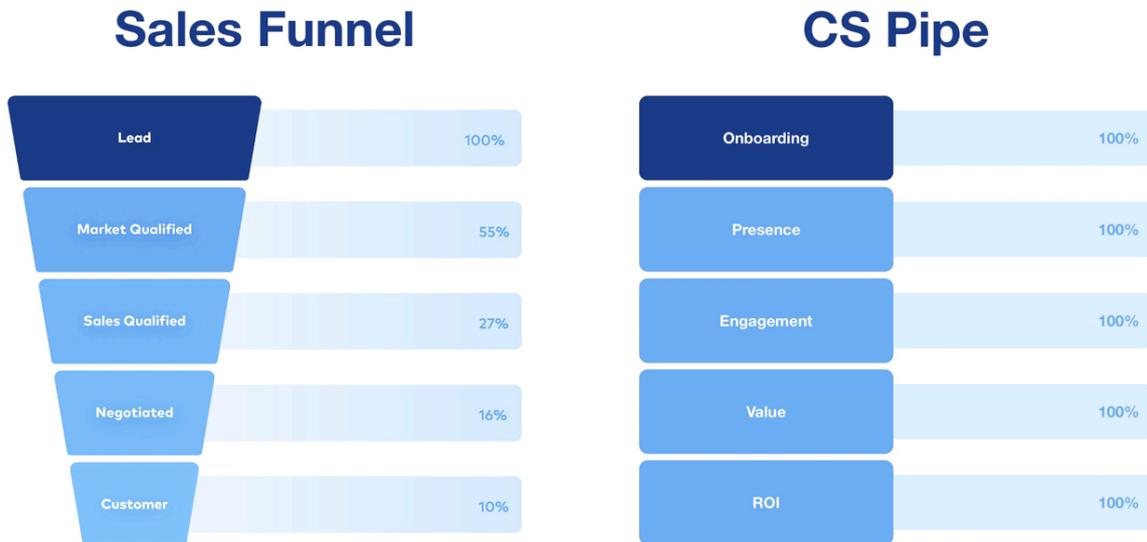
How do we make sure we measure the value we deliver to customers as a result of delivering our products and services.

What should we be measuring?

- Users logging into the Platform
- Can users use the platform successfully and can we see that?
- Users taking a piece of targeted training
- Organisations reducing the defect rates in their software
- Organisations closing larger value opportunities
- Organisations increasing sales revenues, so you can measure ROI

These get more important as we move through the list and each helps contribute to ROI. Unlike in sales where we lose customers as they go down the funnel. (See diagram 1 below) With Customer Success we ideally want a pipe as we do not want to lose customers as we go through, so we need to make sure we are delivering 100% of the possible value to the customer. Without measuring at each step if we do have a funnel it can be difficult to gain visibility on where we are losing customers.

Diagram 1



Who matters in Measurement?

- Customer Success can make the case with **Product team** - make sure they have the right analytics on the platform
- **Sales and Marketing** - ensure they are being honest with customers and set the right tone, set realistic expectations with the customer during the sales process. Also get sales to understand the baseline data - how are they succeeding today, this will enable you to directly compare later on.
- **Onboarding** - capture baselines here, they are in a great position to do this.

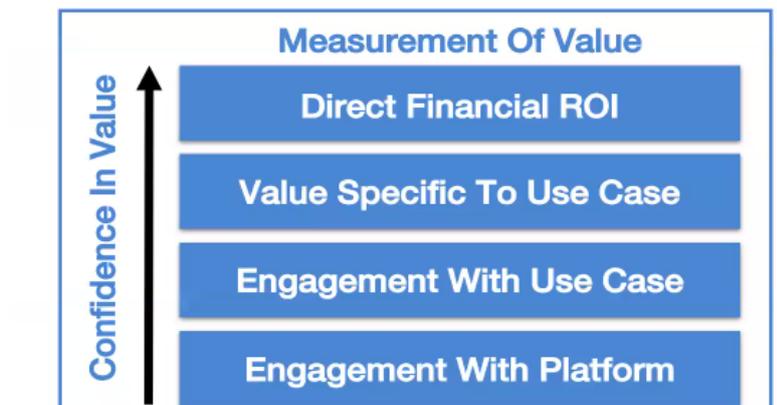
Everyone should be involved in gathering data

When would you talk about measurement with Customers?

As soon as sales completes establish, KPI's and targets, ROI and value drivers and establish baseline figures. Agree your success cadence and how often you will meet to review.

The outcomes that lead to ROI. As diagram 2 below shows it must start with engagement, then you should be getting the use case right and working your way up to clear value based demonstration of ROI.

Diagram 2



Case study - we looked at an example of a call centre

The outcome the customer wanted is to reduce the call centre costs. A baseline was taken where the customer shares the costs with the vendor.

Value

1. decrease average handle time for calls
2. Reduce the training time
3. Increase effectiveness and reduce number of calls

If we do these 3 things we will reduce the overall costs for the call centre

Engagement

To get the value we need the call agents to engage in the right way

- We need to give call agents support prompts to reduce call times
- We need to be able to measure non-call tasks like training
- We need to measure we are giving them the right training
- We need to measure supervisors and what coaching they are giving

Presence - We need to have auto logins and change management systems in place

The consequence is that value should increase if we are measuring at every point in this hierarchy.



Measurement framework

- Define our metrics
- Agree the metrics with customers
- Baseline our measurements
- Measure against the Baseline*

**Baseline is your first measurement - you can therefore measure against this and judge improvement over a period of time. Do this as early as you can in the sales process or at the start of onboarding*

Examples of metrics

Outcome - users creating a marketing plan and NOT just the number of marketing plans

Measurement - measure the number of plans per user so you are comparing numbers correctly or you may receive misleading results

Tip - Think carefully about how you structure the measurement to ensure you are getting the full picture and not skewed results which do not reflect the value from the platform.

About

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