

GTM Velocity Transformation

2-5x velocity assured





About me



20+ years of Global consulting & business transformation experience

- \$80m revenue unlocked, 2-5x sales velocity delivered
- Unique 360 degree leadership experience across Strategy, Consulting, Sales, Marketing, Customer success, Operations, and Brand/ Product Management
- Proprietary frameworks on CX/ CRM/ CS Strategy & Transformation, Brand Promise Architecture, Culture Assessment & Transformation, and many more
- Key brands transformed through CX, EX/ Culture, Digital, GTM/ Product specific Interventions:



ASHUTOSH
KARANDIKAR

Beyond
**CUSTOMER
SATISFACTION**

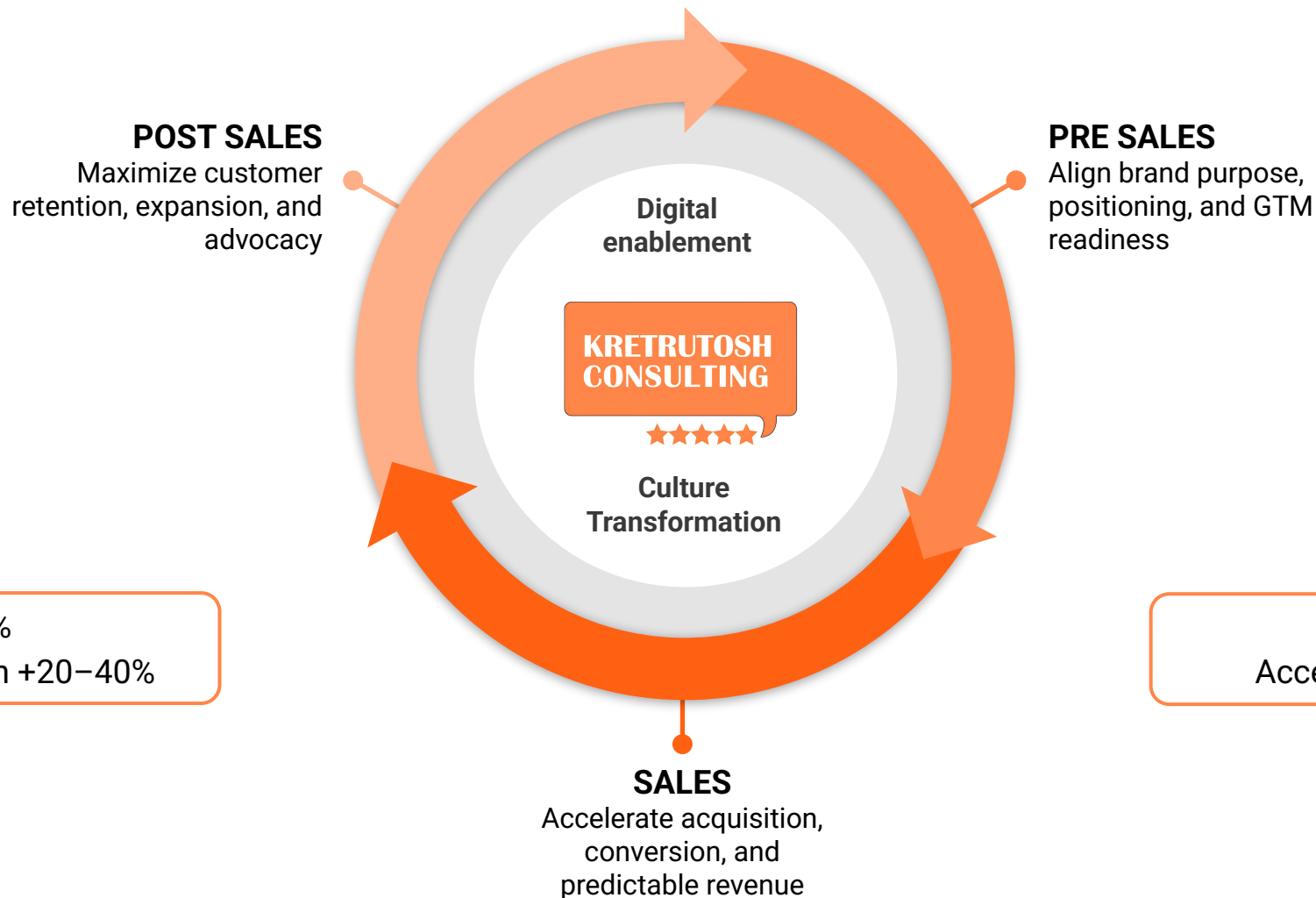
Crafting Exceptional Customer
Experiences in the Age of
"Kretru"





What Do We Offer?

We help brands increase customer retention, drive cross-sell and up-sell growth, and win referrals
— by optimizing sales, customer success, digital tech/platforms, and team culture





1. Pre sales

Align brand purpose, positioning, and GTM readiness

Key Outcomes:

- Marketing/ BD ROI +15–25%
- Decision Efficiency +25%
- GTM Velocity (Pitch to close) +20-25%

a

GTM & Positioning Strategy

b

Persona–Product–Pitch Alignment

c

Peak Purpose Workshop (Vision, Mission, Goals, OKRs)

d

Market & Customer Discovery (Secondary Research and Opportunity Mapping)

Fractional Leadership (Head of GTM, Chief Strategy Officer, etc.)



2. Sales



To accelerate acquisition quality, conversion, and predictable revenue growth.

Key Outcomes:

- +20–30% Conversion
- 2-5x Sales Velocity
- Higher Cross-Sell Readiness
- Forecast Accuracy +15-32%

a

Sales Ops & Funnel Optimization

b

Sales Playbook Design & Enablement

c

Value-Selling & Consultative Selling Training

d

Agile Sales Coaching

e

Pipeline Governance & Predictability Models

Fractional Sales Leadership (CSO, CRO, etc.)





3. Post sales

To maximize retention, expansion, and advocacy.

Key Outcomes:

- +12–25% Retention
- +15–30% Cross/ Up Sells
- Enhanced Customer Co-creation (Customer-led Innovation)
- Higher NRR & CLV (Customer lifetime value)

a

Customer Success Maturity Assessment

b

Customer Segmentation & Engagement Model Optimization

c

Customer Success Optimization Frameworks & QBR Redesign

d

Health Scoring & Renewal Governance

e

Journey Mapping & Touchpoint transformations

f

Customer Co-Creation & Advocacy Frameworks

Fractional CS Leadership (Chief Customer Officer, Head of Customer Success)



The horizontals . .

Digital Enablement

empowering GTM Velocity by unifying data, platforms, and feedback loops — turning customer insights into faster, smarter commercial decisions.

Culture Transformation

sustaining GTM Velocity by aligning people, values, and behaviors—ensuring every team acts with shared purpose and customer focus.



4. Digital Enablement

To Enable insight-driven decisions through tech and data ecosystems

Key Outcomes:

- +12–18% platform ROI
- +23-28% platform adoption
- +18-33% CSAT
- Increase in NPS
- Increase in Customer Insights - Action - Revenue Impact ratio

- a Tech Stack & Platform Selection (CRM, CXM, CS, VoC, NPS, CSAT, etc.)
- b Voice of Customer (VoC/NPS/CSAT/CES) Program Design
- c Feedback Loop Entrenchment across Sales, CS & Product
- d CX Maturity Assessment & Optimization Frameworks
- e ROI Use-Case Creation for Tech Investments
- f Program Management for Rollouts & Adoption





5. Culture Transformation

To build customer-centricity and vision-aligned mindset & behaviors into leadership, and teams.

Key Outcomes:

- Increase in eNPS
- Reduced Early Attrition
- Enhanced Collaboration
- Accelerated Innovation cycle time
- Increased proposal response time
- Reduced issue resolution time

a

Core Values Discovery and Actualization Programs

b

Leadership Alignment & CX Storytelling

c

Hiring for Culture Fit Frameworks

d

Values-based Onboarding & Performance Management

e

eNPS & Employee Engagement Optimization



Signature frameworks & approaches



Framework	What It Is	Impact / Outcome
CX Maturity Framework	A diagnostic model measuring CX readiness across 8 dimensions to baseline how brand promise is articulated, communicated, and delivered across the customer journeys/ touchpoints	<ul style="list-style-type: none">• +12–25% improvement in Retention• +15–20 pp uplift in NPS/CSAT• 20–30% increase in CX/CS operational efficiency• Increase in NRR/ CLV
Expectation Management Framework (EMM)	Maps customer expectations across journeys/ touchpoints to organizational delivery competencies and lists gaps for prioritized interventions	<ul style="list-style-type: none">• +10–15% CSAT• +12–25% Retention• –20–24% Rework/Escalations
H.A.N.D™ Framework (Humanized-Aligned-Nimble-Data backed)	A core values actualization model for culture transformation that helps instil right values and embed right model behaviors across the organization to build a human centric, Aligned, Nimble, and Data driven culture	<ul style="list-style-type: none">• Reduced Early Attrition• Enhanced Collaboration• Accelerated Innovation cycle time• Increased proposal response time• eNPS +10–15 pp• Employee Engagement +12–18%
Persona-Product-Pitch Playbook	Converts persona and segment insights into actionable engagement and customer success motions.	<ul style="list-style-type: none">• +15–25 % Conversion• +15–25 % Cross/Up-Sell• +15–25 % Marketing/BD ROI



Signature frameworks & approaches



Framework	What It Is	Impact / Outcome
Customer Lifecycle Heatmap	A visual mapping tool identifying renewal risk and cross/up sell opportunity zones across lifecycle stages for all key customers/ accounts.	<ul style="list-style-type: none">• +15–30 % Cross/Up-Sell• +10–20 % NRR• +15–25 % CLV
V.I.C.T.O.R.Y™ Framework	A structured 7-stage model (Value - Identity - Case Identification - Trial (Contextualized) - Orchestration of Request - Response to proposal - Yielding to customizations) to transform customer success from a cost center to a revenue center and innovation hub (Customer co-creation)	<ul style="list-style-type: none">• +12–25 % Retention• +20–40 % Expansion• +10–25 % NRR• 2–3× Referrals/Advocacy
Value Realization Map (VRM)	Links CX and CS initiatives to measurable business KPIs by mapping brand promise to individual function/ team/ individual KRA/ KPIs	<ul style="list-style-type: none">• +23–28 % Platform Adoption• Assured Cross-Functional Leadership buy-in• +15–20 % Decision-Making Speed
CX ROI Calculator	A data model that converts experience metrics (CSAT, CES, NPS, etc.) into financial impact.	<ul style="list-style-type: none">• +12–18 % CX ROI• +25–30 % Insight-to-Action Conversion



Online Maturity Assessments



CX MATURITY ASSESSMENT



CS MATURITY ASSESSMENT



CULTURE MATURITY ASSESSMENT



Success Stories

Customer Experience Transformation



- **Context:** InLife Insurance, an APAC life and general insurer, was managing high drop-off rates (61.8%) on its digital policy quote and application journey, signaling significant revenue leakage and customer disengagement. The business imperative was to reduce lost opportunities, optimize digital experience, and build an internal case for sustained CX investment and transformation.
- **Approach:** A phased "Crawl-Walk-Run" approach was adopted. CX metric baselining was used to prioritize drop-off reduction. Cross-functional leadership sessions aligned on key conversion metrics at each digital journey step (visit → quote request → application → issuance). Root causes—complex navigation and a buried quote request process—were identified through combined VoC analysis and drop-off journeys. Solutions included a website UX overhaul, a prominent and user-friendly quote generator, and new personalization capabilities within the CMS. CX impact was forecast and communicated to drive organizational buy-in and unlock program funding.
- **Outcomes:**
 - Drop-off rate reduced from 61.8% to 57.6%
 - Policy applications to quote submitted ratio improved from 74% to 76%
 - Quote submitted to quote requested ratio improved from 63% to 68%
 - Incremental annualized policy revenue - Peso 2.67 million (Within 7 months)



Success Stories

Customer Experience Transformation



VALUE RETAIL

- **Context:** Value Retail operates luxury outlet destinations across Europe and Asia, known for delivering premium shopping experiences that blend retail, hospitality, and service excellence. As part of its UK program, leadership sought to evolve the customer journey and service design to better connect guest experience, brand partner experience, and digital engagement across touchpoints. The goal was to strengthen loyalty, repeat visits, and brand partner satisfaction through consistent, measurable CX design standards.
- **Approach:** Leveraged Alida (Customer Experience & Insights Platform) to design and launch a dedicated customer community, integrating behavioral, transactional, and attitudinal data streams. Defined and deployed feedback-to-insight frameworks connecting Alida community insights with retail operations, space planning, and brand partner dashboards. Enabled segmentation of repeat and high-value visitors based on visit frequency, spend, and sentiment — providing actionable inputs for space allocation and merchandising. Established a CX Metrics Framework linking guest behavior with operational KPIs — visits → conversions → average spend per visit — and embedded dashboards for the leadership and brand partner teams.
- **Outcomes:**
 - +14% improvement in visit-to-conversion ratio, driven by targeted experience and service interventions.
 - +11% increase in average spend per visitor through data-informed retail mix and promotional personalization.
 - Integrated community dashboard delivering quarterly insights to brand and operations teams, aligning decisions across marketing, leasing, and guest experience.



Success Stories

Customer Success Transformation



- **Context:** Altudo, a global digital experience consultancy and Sitecore Platinum partner, expanded its business model to include partnering with leading SaaS platforms such as SimilarWeb, Miro, Asana, and Sprout Social to drive their India GTM, implementation, and license revenue growth. While this model created new revenue opportunities, the Customer Success (CS) function operated in silos across partnerships – lacking standardized engagement frameworks, clear retention ownership, and data-backed visibility into customer expansion and renewal triggers. The leadership team hired Ashutosh to lead this SaaS GTM for revenue scale up.
- **Approach:** Conducted a CS Maturity Assessment across partner ecosystems (platform, services, and GTM collaboration) to identify gaps in ownership, renewal workflows, and data alignment. Defined clear GTM for each platform and introduced the VICTORY™ Framework to drive value realization, expansion, and referral opportunities from existing accounts. Designed Playbooks for customer segmentation, health scoring, renewal management, and partner-specific expansion workflows. Established Success Governance and Reporting Cadence across internal CS, sales, and partner teams – linking account growth to both service and license revenue. Developed ROI Mapping Dashboards to showcase how CS interventions improved platform utilization, retention, and revenue per account.
- **Outcomes:**
 - +16% uplift in license renewals through proactive success and expansion management across partner ecosystems.
 - +22% increase in cross-sell and upsell conversions across multi-platform customers (Miro, Asana, SimilarWeb).
 - Reduced churn by 20% through predictive health scoring and adoption-driven playbooks.
 - Improved partner engagement and co-sell velocity, resulting in higher joint revenue realization.





Success Stories

Culture Transformation



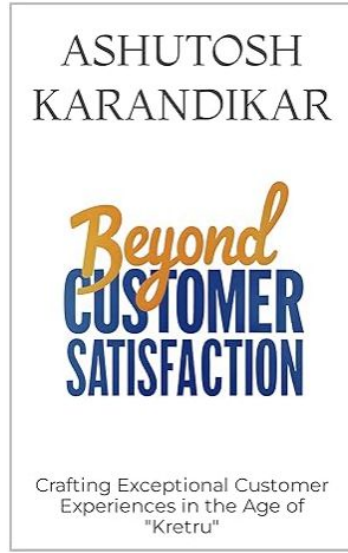
- **Context:** Symega Foods, a Kerala-based specialist food ingredient manufacturer expanding aggressively into North India and international markets, lacked a clearly defined core values and codified culture. As new sites and leaders emerged, the need to discover, articulate, and embed a shared culture became essential for scalable growth.
- **Approach:** Facilitated inclusive workshops for value discovery and codification, created behavior blueprints aligned to roles, integrated culture into recruitment and onboarding frameworks, activated culture champions, documented code of conducts and policies, and established ongoing measurement to monitor cultural alignment and employee engagement.
- **Outcomes:**
 - 23% improvement in product innovation cycle time
 - 19% boost in employee engagement (+6pp in eNPS)
 - 13% reduction in internal conflicts, enhancing collaboration



- **Context:** Maveric Systems, a specialized IT services firm serving the North American banking sector, faced challenges as rapid hiring introduced diverse mid and senior leaders, fragmenting culture into function-specific microcultures. This diluted the shared identity and impacted collaboration and accountability.
- **Approach:** Conducted a 7-dimension culture maturity assessment, aligned leadership around the core 4 values, defined role-specific behaviors, realigned hiring and onboarding processes, empowered culture champions, and leveraged feedback loops and dashboards to sustain momentum.
- **Outcomes:**
 - 17% reduction in early attrition (0–6 months)
 - 18% increase in cross-functional collaboration (Measured in terms of RFP response time)
 - 27% improvement in ownership and accountability measured via 360-degree feedback








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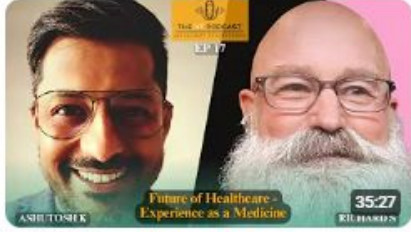
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