Master Customer Success and product management collaboration

⚠️ responsibilities of customer success

- → make customers happy, successful & loyal
- → company benefits from customer loyalty & success

⚠️ what is customer success

- → provide customer training
- → solve problems of the customer
- → identify sales opportunities
- → develop a relationship with customer
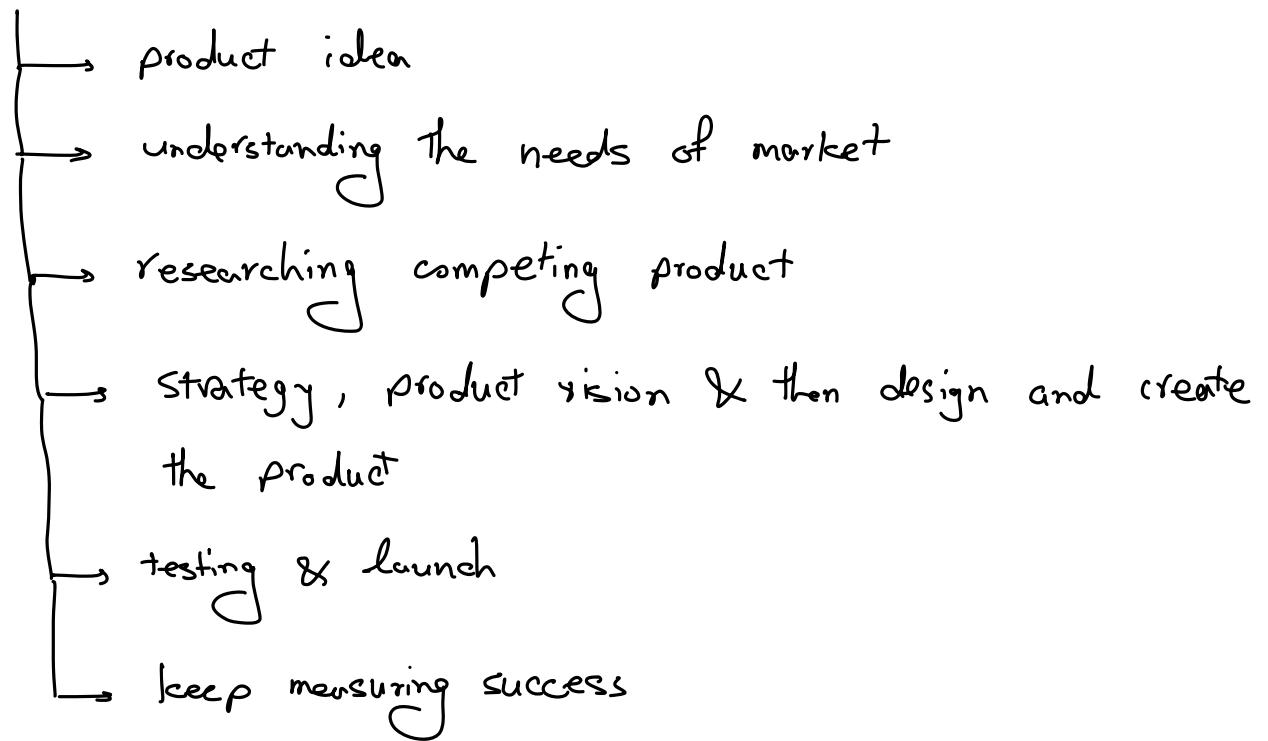- → improve and develop better products with data

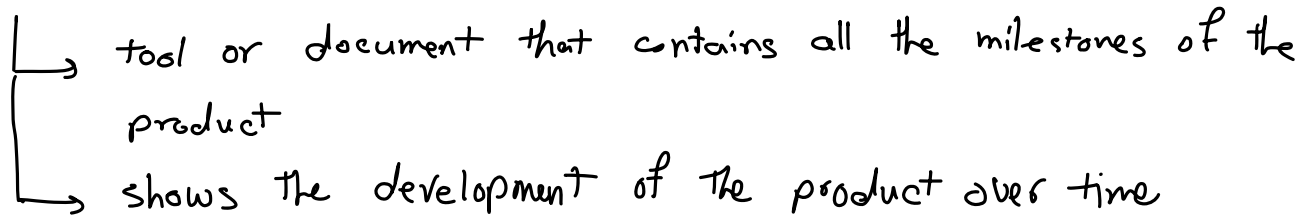⚠️ The end goal of product management

- → make the product successful

  the product should make money

⚠️ product management is a process of overseeing and managing a product from its creation to its end
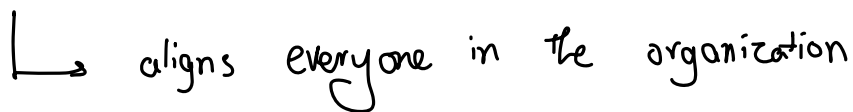
⚠️ Product management process

    → product idea

    → understanding the needs of market

    → researching competing product

    → strategy, product vision & then design and create the product

    → testing & launch

    → keep measuring success

⚠️ Product roadmap

    → tool or document that contains all the milestones of the product

    → shows the development of the product over time

⚠️ benefits of product roadmap

    → aligns everyone in the organization

⚠️ CS and PM collaboration

CUSTOMER DATA
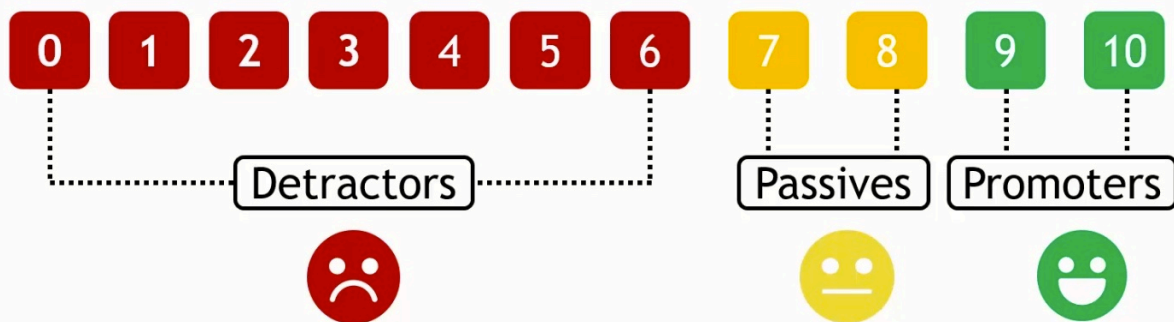
Customer Success → Product Management

BETTER PRODUCT

⚠️ Customer Success team

> understands the pain points of the customers

> knows the problems of the customers

> Is aware of the malfunctions, problems & bugs

⚠️ Net Promoter Score (NPS)

> measures customer loyalty & satisfaction

> quantified via a single question and ranges from −100 to 100

- **How likely is it that you would recommend our product or service to a friend or a colleague?**

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Lowest ... Highest

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Detractors — Passives — Promoters

☹️ 😐 😀

⚠️ How to benefit from promoters and treat them

> ask them for a review

> provide discounts and offers

> get referals & more customers

> follow up with your promoters

⚠️ How to benefit from passives and treat them

- → encourage them to become promoters
- → understand the preferences of passives
- → improve their satisfaction

⚠️ How to delight detractors

- → determine why your customers are detractors
- → investigate the root cause of dissatisfaction
- → show empathy and share progress

⚠️ benefits of product usage data

- → helps you understand your product performance
- → map out the shortcomings of the product
- → improve the product experience
- → retain existing customers and acquire new customers faster
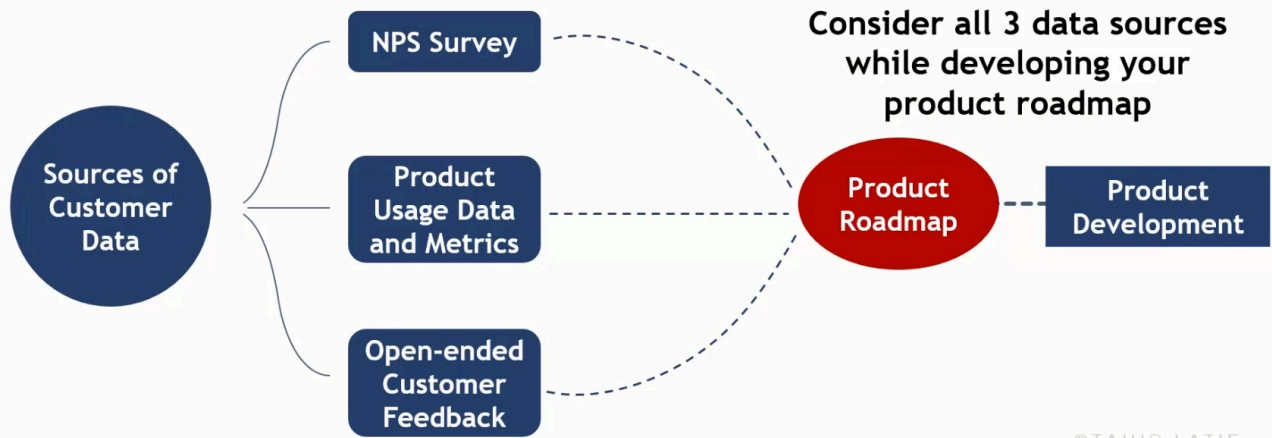- → take guided decisions
- → manage the product roadmap

⚠ Product usage data metrics
- usage frequency
- average time spent
- feature usage
- churn rate
- MAU / DAU
- journey analysis
- heat maps
- time to value

⚠ How to collect open ended customer feedback
- interview your customers
- limit your interviews to specific areas
- conduct surveys
- ask questions via email or by using a survey tool
- collect from within the product

⚠ Incorporating customer feedback

Sources of Customer Data
- NPS Survey
- Product Usage Data and Metrics
- Open-ended Customer Feedback

Consider all 3 data sources while developing your product roadmap

Product Roadmap → Product Development

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⚠ CS and PM collaborative activities

→ new features and training

→ new feature retrospective

→ create a common understanding of analytics

→ acknowledge each others success