



Action plan for scaled,
digital success



Agenda

1

Figma Overview

2

Executive Summary

3

Analysis and Assumptions

Suggestions and Rational

4

Customer Journey

5

Conclusion

6

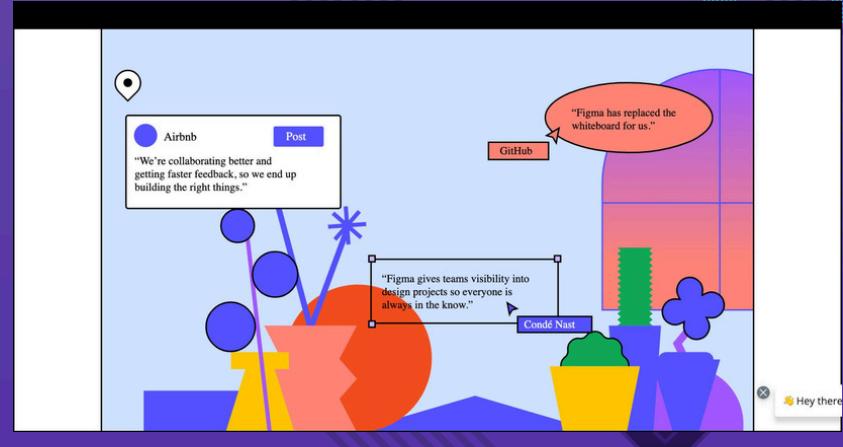




Figma Overview

Overview of Figma

- Figma is a SaaS application that helps digital design teams work together.
- It's like a virtual workspace that lets everyone work on the same project at the same time.
- Teams can design websites, apps, and more, and share their work with each other.
- Teams can also organize their design assets and keep a revision history of changes.



Figma Figures

\$ 400 M

Annual Recurring Revenue

4 Million

Users (all plans)

15 %

Net Retention Rate

20 Billion

Company Acquisition

0 2

Executive Summary



Executive Summary

A good experience during the servicing phase of the customer journey can be an integral part of **reducing customer churn** and increasing **product adoption** for our cloud company **Figma, Inc.**

● Problem Statement:

- **Lack of optimized customer segments** leading to poor CSM spending
- **Lack of customer retention** during servicing phase of the customer journey

● Goals:

- Adjust CSM spending to segments that produce the highest returns
- Improve customer retention by responding quickly to customer support requests

● Metrics:

- Churn, NPP Score, and Net Retention Rate
- Upsells and Cross-sells

0 3

Analysis
&
Assumptions



Customer Engagement Framework

Segmentation

Strategy

Large Company 21%
(>1000 employees)

Dedicated CSM, Specialized on-boarding, Tailored trainings, Periodic check-ins, meetings, focus on problem areas, customization

Medium Company 44%
(50-999 employees)

In app, Support, Communication, KBs, Tutorials, Notifications, FAQs, Resource Pooling

Small Companies 34%
(1-50 employees)

Automation, News letter, event invites, announcements, Tech labor

High Touch

Low Touch

Digital Touch

Personas and Segments

Customer Success Analysis and Assumptions

● Develop customer personas and segments to inform all customer service strategies.

○ Segments include: by Geography, Industry and Company Size (ARR)

○ Personas Include:

- **The Small Business Owner** – busy professional who needs a quick, easy-to-use user interface design tool.
- **The Creative Professional** – experienced user interface designer who is looking for a powerful and intuitive design environment.
- **The Developer** – programmer who needs a user interface design tool to help them create a web or mobile app quickly and efficiently.
- **Enterprise UI/UX Employee** – large organization that needs a user interface design solution that can scale up to their large user base.

0 4

Suggestions
&
Rationale



Customer Feedback System

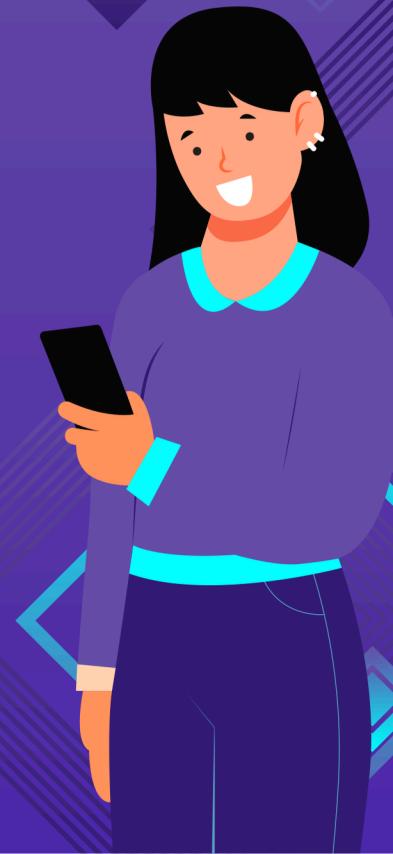
Strategy: Implement a customer feedback system through surveys and polls to help calculate a **Net Promoter Score**.

Effectiveness:

- Data can be used to identify areas for improvement and address customer needs.
- Feedback can be used to identify potential upsell and cross-sell opportunities to reduce churn and increase product adoption.
- A better understand customers improves customer experience and loyalty over the long term.

Organizational Requirements:

Requires a streamlined process to address customer concerns, a customer success team to manage the customer feedback system, and finally clear communication process between the team and other departments.



Customer Service Automation

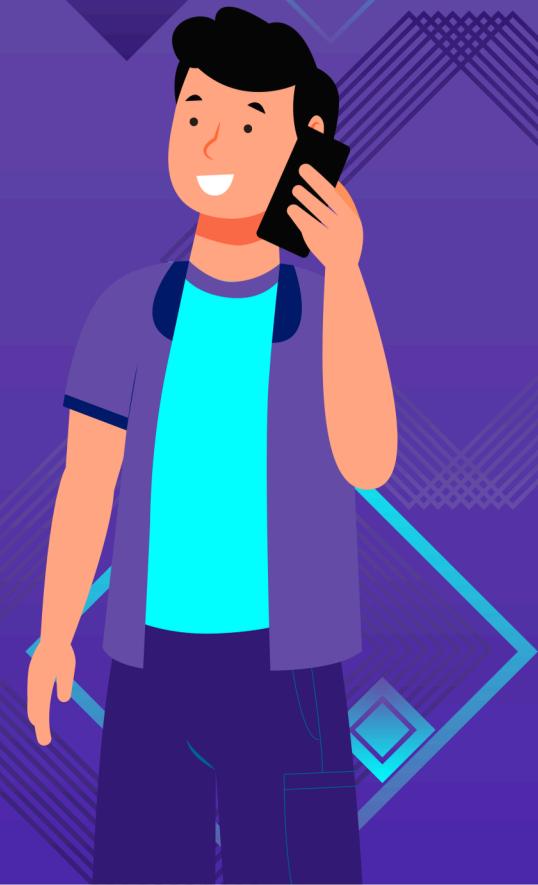
Strategy: Utilize customer service automation by implementing self-help options like **Chatbots**, or **Virtual Agents**. Implement dynamic knowledge bases to provide customers with answers to their queries.

Effectiveness:

- Provides customers with immediate and personalized support and helps them quickly find the answers they are looking. **(Time-to-Value).**
- Automating customer service processes reduces operational costs, while providing a more personalized experience that increases customer loyalty and advocacy.

Organizational Requirements:

Requires having a dedicated team to build, manage, maintain, and secure the system. Training staff and team members as well as new processes and systems to make the knowledge base up-to-date and accurate.



Cross-selling and Upselling

Strategy: Implement a cross-selling and upselling strategy to relevant support products like **Customer Feedback System** and **Customer Service Automation** to increase revenue expansion.

Effectiveness:

- Target existing customers with offers of additional products or services that they may not have been aware of can increase product adoption.
- Identifying customers who may be at risk of churning and provide them with additional incentives to stay with the product.
- Utilize customer analytics to feed into cross-selling and upselling strategy to further compound benefits.

Organizational Requirements:

Establish a cross-functional team to lead and manage the upselling and cross-selling digital customer success initiative.



Monitor and Measure Results

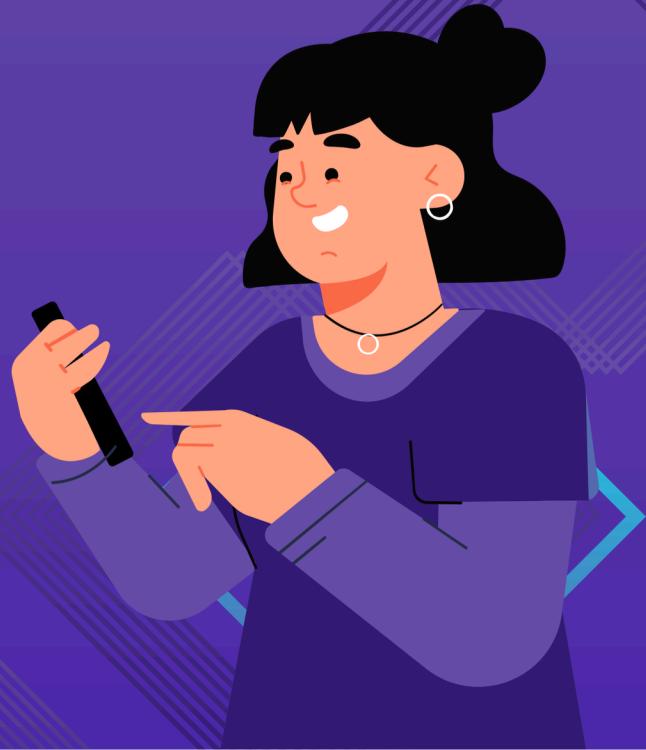
Strategy: Monitor customer satisfaction levels as they are using the product by tracking customer usage patterns, customer support tickets and customer feedback to identify segments and personas that have lower satisfaction levels.

Effectiveness:

- Provides an accurate assessment of customer satisfaction.
- Provides the means to measure and track customer retention, adoption, and churn with greater accuracy and insight.
- Provides a better understanding of the customers to improve customer experience, and increase CLV.

Organizational Requirements:

Implement customer success metrics, KPIs, and create a dedicated team of customer success professionals focused on monitoring and measuring results of the success initiatives.



Rationale

Increase Customer Retention:

Implementing customer success initiatives can help to increase customer retention rates, which can lead to increased **CLV**. This can be accomplished through increasing customer satisfaction and providing customer support, as well as providing a better customer experience.

Generate Upsell Opportunities:

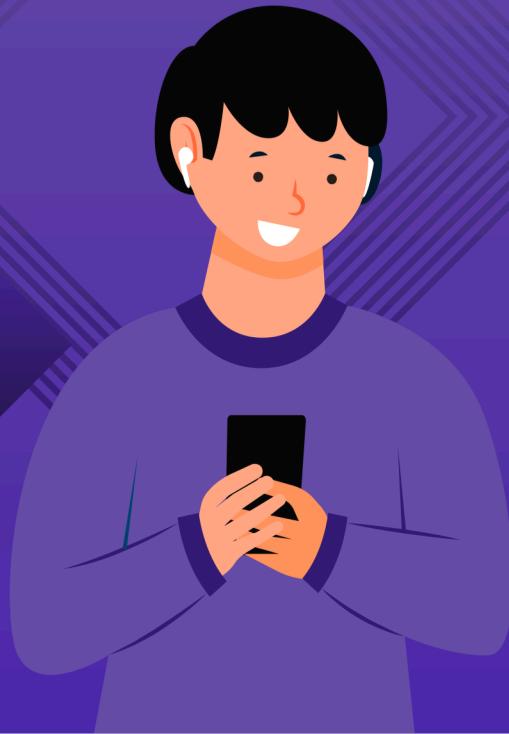
The described initiatives can also help to generate more upsell opportunities, leading to further increases in **CLV**. This can be accomplished through providing personalized service, offering discounts and promotions, and understanding customer needs and preferences.

Strengthen Customer Relationships:

Implementing the described initiatives can strengthen customer relationships, resulting in repeat customers and increased customer loyalty. This can lead to increased **CLV** through increased customer referrals and word of mouth marketing.

0 5

Customer Journey



Customer Journey Mapping Process

Stages	Awareness (Exploration)	Consideration (Comparison & Evaluation)	Conversion (Close to Purchase)	Onboarding (First use)	Service (Customer care support)	Renewal (Renew subscription)
Actions	Ask friends or colleague, Find out online through advertisement, Download website content, read FAQs, Attend conference	Conduct research, compare available options, compare prices and features, Talk to sales representative	Consider available payment options, Select payment method, Sign agreement, Access new account, Take product training	Getting started demo with pre-populated template, Training	Contact customer support, Makes an account changes request, Read blogs and attend webinars,	Provides testimonial, Refer a friend, Online rating, Completes a survey
Touchpoints	Search, Social media ads, Blogs, Conference, Website, Landing page Word of mouth	Free trial sign ups, Live demo, Calls representative for specific questions, Review sites, Asks community, Live chat	Order page, Pricing page, Product demo, Assisted walk through, Email	Customer welcome, Call with training	Customer Support email, Call with agent, Live chat	Review renewal, Finalize payment, Optimization, Referrals, Completes a survey, Marketing emails
Customer Feelings	Interested, Hesitant 	Curious, Excited 			Frustrated 	Satisfied, Happy
Backstage						
Departments	Marketing & Sales, Design & UX	Marketing & Sales, Design & UX, Product	Marketing & Sales, Design & UX	Product, Engineering, Design & UX	Product, Engineering, Design & UX, Customer Success	Marketing & Sales, Product, Engineering, Design & UX, Customer Success

The Service Stage (Drilldown)

Initial Engagement	Customer Support	Optimization	Customer Participation
Customers become familiar with the product and start using it. Attempt to convince the customer to fill out a survey or provide product feedback.	Provide customer support to ensure users remain satisfied with their experience.	Opportunities to upgrade or purchase additional services are presented to increase expansion revenue.	Customers participates in customer success surveys, product feedback . The customer success team tracks customer satisfaction and works with other departments to implement any necessary changes.

Customer Journey in Totango

Identify

Monitor User Activity

Accounts 2

Task
Validate upsell potential at <Name>

 Celebrate Milestone
Good news! It looks like Name might be ready for more...

Draft

Identify customers with upselling opportunities

Accounts 3

Task
Validate upsell potential at <Name>

 Celebrate Milestone
Good news! It looks like Name might be ready for more...

Draft

+ Add 2 Cards

Engage

Sending Upsell/Cross-sell Emails

Accounts 2 Users 1



Alert accounts that are running out of licenses and drive them to purchase more

Ongoing Start Now

Draft

In-App Purchases



One time

+ Add 2 Cards

Close

Upsell Celebration

Accounts 1

 Celebrate Milestone
Woo hoo! Name just upsold! Keep up the good work.

Draft

+ Add 1 Card

Upsell Risks

Forecasted upsells in poor health

Accounts 3

Task
Verify upsell potential of <Name>

 Notify Alert
Uh oh! Name is forecasted to upsell but they are in poor...

Draft

+ Add 1 Card



0 6

Conclusion

Conclusion

Figma can use a combination of a **Customer Feedback System**, **Customer Service Automation**, **Cross-selling and Upselling**, and **Monitor and Measure Results** to reduce customer churn, increase adoption, and improve lifetime value.

Customer Success Initiatives Outcomes:

- Better understand customer needs
- Increased customer loyalty
- Customer satisfaction
- Increased adoption and reduced customer churn
- Improved customer lifetime value

An illustration of three people standing side-by-side against a purple background with geometric shapes. On the left, a woman with long brown hair, wearing a dark blue sweater and grey pants, looks at her phone. In the center, a man with short black hair, wearing a white t-shirt under a dark blue jacket, is talking on his phone. On the right, another man with short brown hair, wearing a dark blue long-sleeved shirt and grey pants, looks at his phone. All three are smiling.

Thanks!



R e s o u r c e s

Figma Website (2022, Dec 5) <https://www.figma.com>

VECTORS:

- Technology and future instagram posts
- Mobile tech instagram posts collection