

* Feedbacks Customer ③

- * webinars ②
- * Appreciations ③
- * Providing right resources ④
- * Partnership with clients ④
- * From the platform for them to share ideas ①
- * Invite customers on design ④
- * Customer advisory team. ④
- * Chatbots, testing groups, piloting, beta testing ④
- * Invite customers to functions ②
- * Events that involve customers ②
- * Perform good marketing (Effectiveness) ? ②
- * Offer a simple way to pay ①
- * Build relationship with customers, eg how in ④
- * Be quick to solve the issue ④
- * Rewards of loyalty as if they become loyal ④
- * Understand needs and wants ③

New Clients

- * Re-contact all customers ②
- * Partners ④
- * Private experts ②
- * Use online review ③
- * Chat / Participate in event ②
- * Refered with discount or reward with offer ④
- * Privacy and policy ④

- Purpose of our customer (understand deeply)
- Then scan customer needs to put on to get the result. We become advisors, and guide them on best decision and strengthen relation ③
- Automate the feedback process with call to actions that guide them on what next to be done. ①
- Frequent reminders on the issues required & submitted by customer. ①
- Automation of progress appears on the system and ①
- Use project team to market/educate customers ②
- Line system with dashboard with early of customized reports and progress ①
- Time table repeated on the event ①
- Events (online) ②

Development / Automation

② Promotions - Events

③ Research and Analysis

④ Management

Promotions → Prepare online Events
Attend Customer Events

* Branding ^{strategy}

- ① - Friday T-shirts
- ② Internal Events for awareness.
- ③ Change social media pages stuff.

1. Prepare online Events ✓
2. ~~Write customers to functions~~ - (Team building)
3. Attend Customer Events ✓
4. Re-contact old customers ✓ - Prepare a list of old customers with their demands at that time
5. Promote expertise? (Event) then provide such list to sales people to re-contact them

Research and Analysis

- 1. Constructive feedback - Collect all the and promote them in social media
 - 2. Customer appreciation - Improvement from comment of other school
 - 3. Under customer needs and wants ← Parents involvement ✓
 - 4. Online review
 - 5. Understand customer purpose.
- to make/Research on functions that customers can afford.

- As up

1. Feedback

- Ask Panel (Promote)
- Use feedback & improvements in other schools
- Find influential people and non-influential people (Co-branding) - List of people winners

2. Appreciations

- Pin-point areas (Top 10)
- ② Top ten students ① - National ④
- ③ Best top ten schools ①, ② Regional ②
- ④ Best teachers ①
- ⑤ Time to be customers
- ⑥ No of referral
- ⑦ Local & International appreciations
- ⑧ Financial performance of 90% } once per year
 - certificate
 - physical medal (Kombe)

SaaS RM

Product

Education

Contact

Implementation

Maximally

(1)

(2)

(3)

(4)

(5)

Software Engineering

- Design
- system

Technical team

Marketing

Sales

Product experience

Customer success

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(*) Partnership

(14)

Customer

Support - Reactive

Success - Proactive

Customer success

Strategy - Position -

MAJOR "Ensure customer is successfully with the product"

Product exp = Ensure customer use the product successfully