BrainStorm

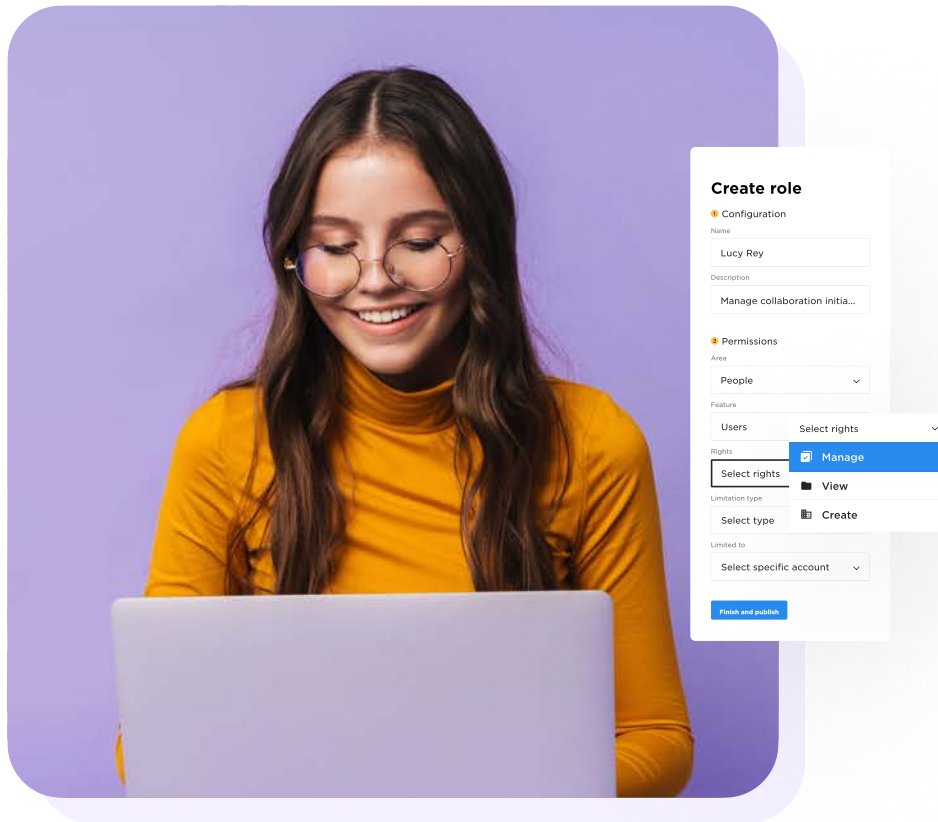# 4 wildly effective ways to instantly increase customer renewals.

You're ready.

So, here's how to have a record-breaking year for customer renewals. Put these 4 tactics in place and watch your customers (almost) renew themselves.

#1

Turn up the heat.
—

You need new buyers.

To bring them in, you've set up free trials in your software product. But, the work's not done, yet. You have to train these users FAST, so they convert into paid accounts — and keep coming back to you, every year.

That's hard.

So, lean into automation. Customer success automation has the flexibility to hand-hold your accounts every step of the way — while training your users at scale.

Here's how it works.

First, you can log into the platform and see exactly how a trial is going. Collect survey feedback in real-time, so you can adjust your training approach and materials … any time you need. Use customer data and personalized training (at scale) to make users completely loyal to your software, and ready to buy.
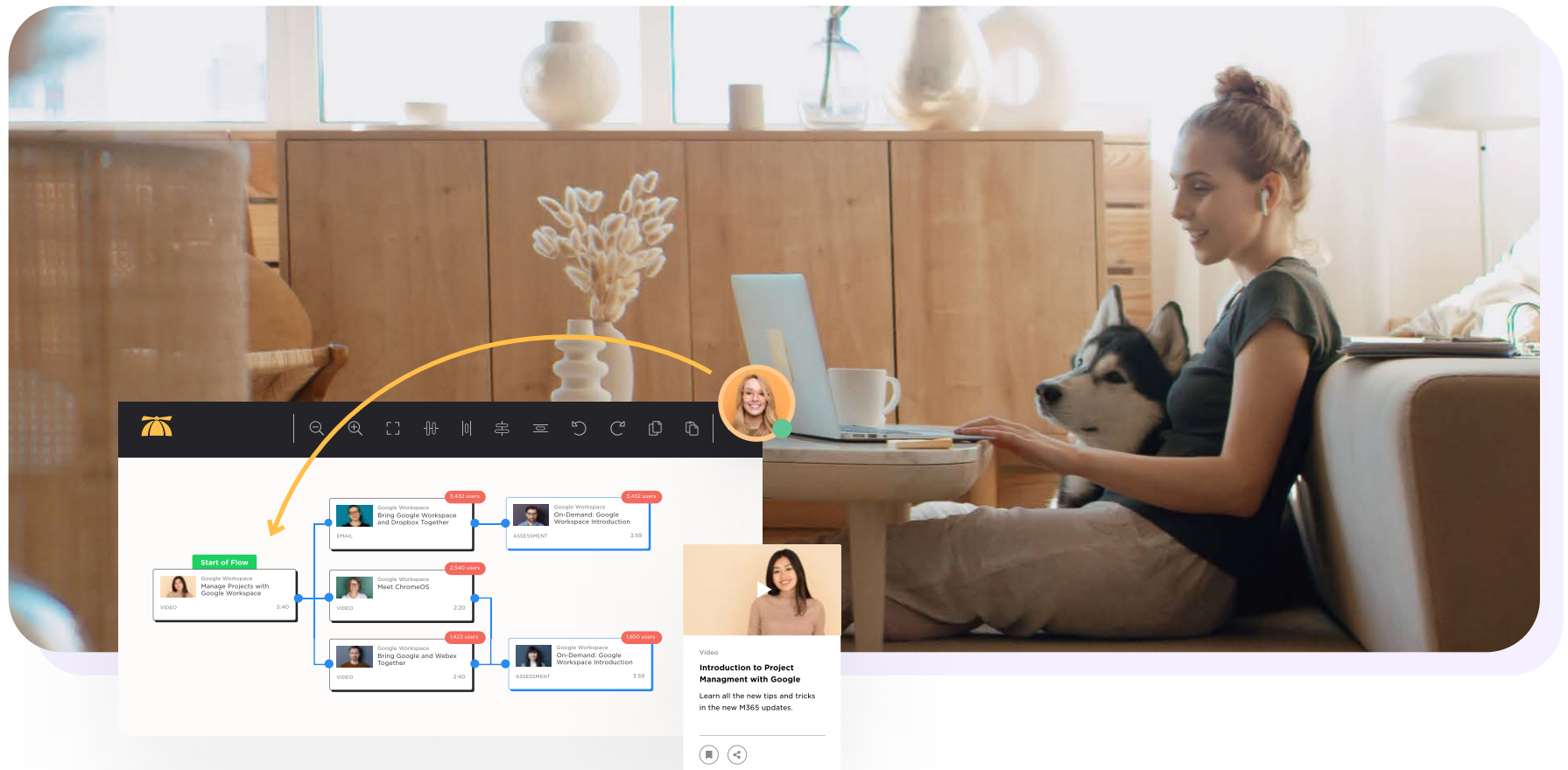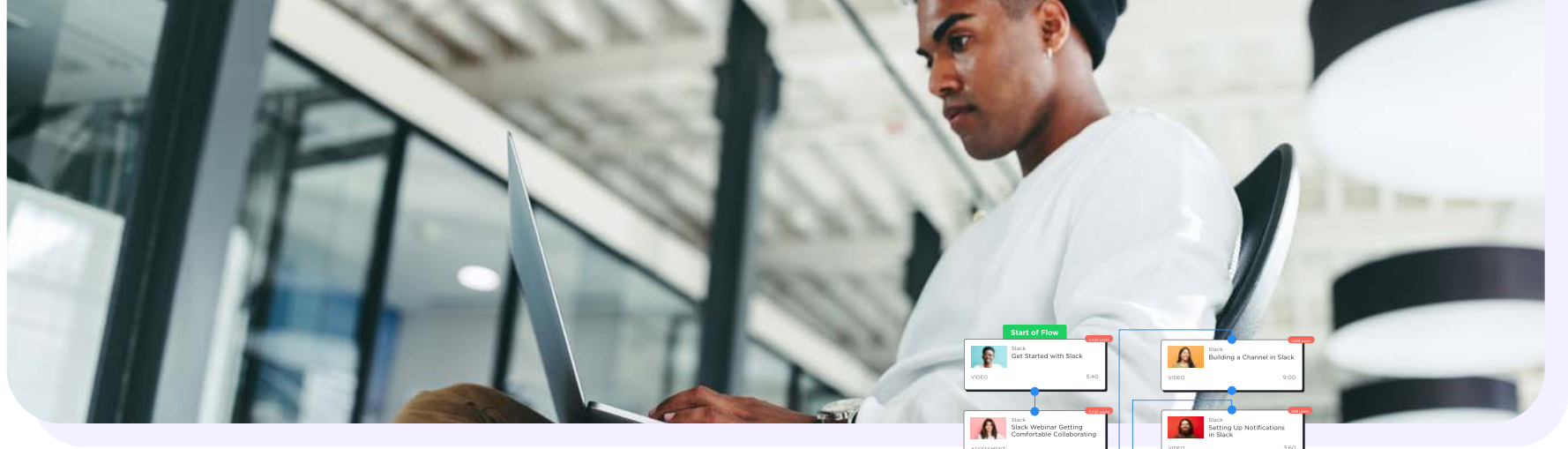
#2

Help buyers build steam.

—

Congrats, you've passed the first hurdle.

Now that you have a paying customer, you can start to celebrate. But, you're still not done. Every day that goes by without onboarding new accounts users — means you can lose that buyer at renewal. Client success, alone, can only move so fast. You need to bring every single user into the software ... and quickly.

It's easier than you may think.

Automation can help you light that fire; quickly bringing every user into your software. You can walk them through a training journey crafted to their personal role. Nudge all users to start with onboarding and help them win at every stage. When you create knowledge like this early on — you build power users, who renew.

Start of Flow

Onboarding
Lets get you up to speed

VIDEO   5:40

Onboarding
Lets keep you safe
everywhere at work

VIDEO   6:21

Onboarding - Marketing
Where is everything

VIDEO   4:48
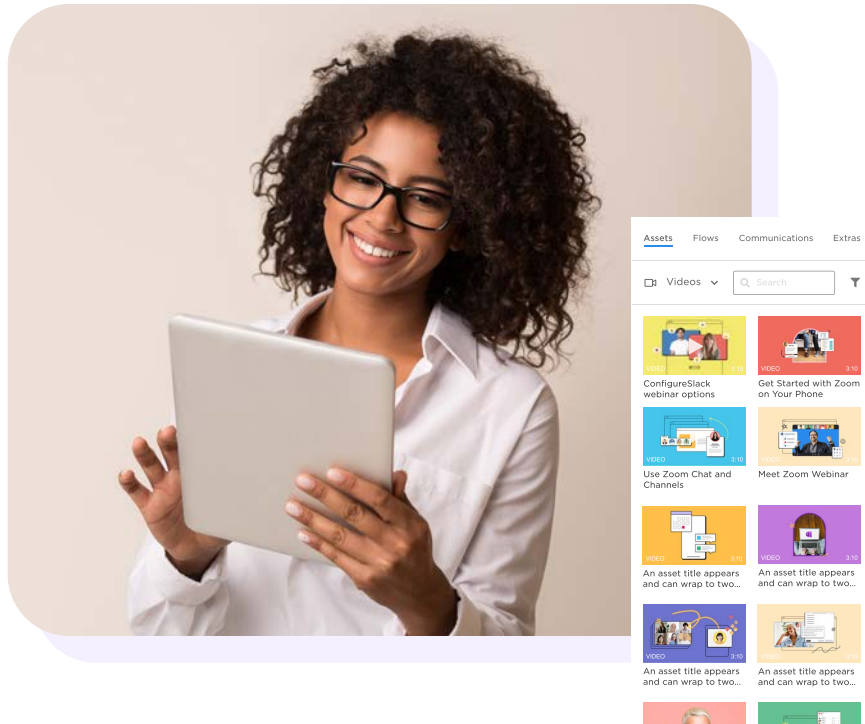
#3 Create a snowball effect.

—

You're ready to scale.

The account has been onboarded, and early adopters are using your software. Now, each user needs to learn how to apply your product to their own unique needs. This will guarantee their long-term application and bring them back, long after onboarding has finished. Here, education is essential to share every major function in your software and deliver the full value of your platform ... which leads to a customer renewal.

It all hinges on a great rollout.

Your customer admin must have a solid plan in place for widespread adoption, or the account will fail over time. But, here's the challenge. Your stakeholders need a ton of support to make that happen — documentation, video content, and events to train their teams. All of it should be customized to their use cases in order to guarantee that users see the full value of your product. Whew.

Customer success automation does that, for you. Help your accounts to hone their skills in their own, unique, learning environment. You'll proactively identify the behaviors you want and share that knowledge, in real time, via email. Customers will get your materials the moment they're ready for a new product stage.

So, while you may have struggled in the past to educate users based on their role and product readiness. Today, that all lives in your platform.

Imagine a way to constantly collaborate and connect with your beginner, intermediate and advanced users. All in a place tailor-made to deliver personalized training for every role and use case. Your secret sauce for renewals.

That experience, that messaging, and that learning — is all here. At the push of a button.

You'll beat the competition, as customers keep coming back to you — again and again.

Nice.

That's a lot of work.

Sure, you may have a software academy, webinars, and plenty of materials to go around … but you don't have the time to tailor it all to every single customer. After all, you're in the software, not the learning, business. Wouldn't it be nice to push a button and personally roll out everything your customers need to succeed?

Yes, it would.

#4

Share value,
all the time.

—

It's time to shine.

Now, after all this excitement, you still have software releases to do. And yes, customers hate updates. So, make their update process seamless and smooth. Your goal is not to individually change and re-upload every asset, every update. No, you want something simpler.

Do this instead.

Use your customer success portal to educate customers at scale. This is your time to place all that beautiful new content in their hands, so your stakeholders can update their training materials (and users) in seconds. Give your admins a central place to easily share the latest features. Make it simple to adopt your software, at every stage, and for every user. Your customers will love you for it.

You have the power, right now.

By tying your users to the right materials at the right time, you pave a clear path for your customers to renew. Having customer success automation helps you to deliver maximum value — and make your renewal the next logical step. It pays to engage this way with your customers. After all, 86% of buyers will pay you more for a great customer experience. So, invest and give them your best.

Be the brand that delivers it all.

Learn how to scale your customer success team with automation.

Show me the money