BrainStorm

6 sure-fire steps to drive up customer success.

It's like air.

Software adoption brings life to your customers, keeping them healthy. But, there's a tear in the bag. Oxygen isn't flowing — and as customers stop responding, you can see an immediate impact to your business.

You've got this.

Here are 6 sure-fire steps to drive software adoption and create a better customer experience. So renewals are no longer dreaded — they're expected.

#1 Win bigger, better trials.

Do not pass go ...

Not until you have a solid plan in place to win over that trial. Yes, sales typically own a trial, but what happens here directly impacts your role, too. So, it's time to collaborate with the team.

I'll explain.

The first experience a customer has with you, is during a trial. Your best shot at moving tryers into buyers is to collect their feedback and data in a trial. Team up with the sales team and teach them how to turn on the best feature sets early on. Create a killer experience tryers simply can't turn down.

Sales gets a new customer.

You get an easier time training that customer once they go live, and they're more likely to renew later ... so, everyone wins.

#2. Help get users onboard.

Now, it's your turn.

Here's where the fun begins. You've got a ton of users to train on your product. Sure, you've got materials ready to go, but if you're like most companies, having an FAQ page is not the issue.

It's getting people into the software.

I know.

You need help.

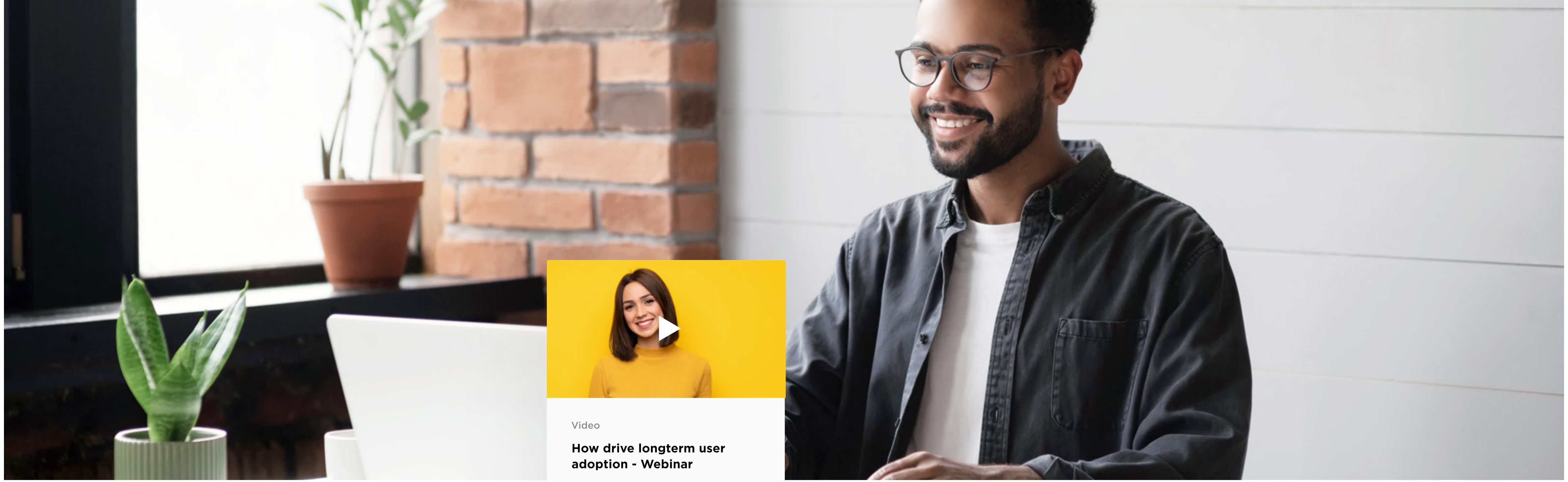
There's a pretty big gap between platforms like Pendo, WalkMe, and Gainsight. Here's how you fill it. Watch users as they take action in your software. Then use customer success automation to send the right training to all users (active, or not) without growing your CSM team; no more overhead.

Just ... scale.

Instead of manually reaching out to every account, put that automation to work for you. Engage customer users who aren't thinking about your software right now. Put content in their paths to help them learn your product. You'll turn over control to the user — and they'll have a tailored way to grow knowledge.

The result?

Your customers will onboard faster, be smarter in your software, and so much more likely to renew.



#3. Do more, with less.

Picture this.

Imagine what you could do with 10% more time in your day. The thought has me fan-girling already 😍. That's because time is so precious. So, take it back. Re-allocate your customer success team to spend 80% of their time on the 20% of accounts bringing in most of your annual recurring revenue (ARR).

That's right.

The other accounts will be fine. Keep tabs on smaller accounts with customer success automation. Roll out a personalized training path for all accounts and make sure that you get flagged when they need more support. That's how you manage by exception, rather than spending all your time putting out fires.

#4. Take time to scale.

—

You're ready to grow.

Once you've hit a higher valuation, it's time to think about profitability, not just your size. Your customer success team is now 10 to 20% of overhead.[1]

That's a lot. So, put your team to great use, like you saw above. Scale your abilities — without adding to the team.

That's how you hit profitability.

It really is that easy. I'll show you how.

(1.) sixteenventures.com

#5. Drive change in users.

Speaking of change ...

Customers tend to hate it. So, make your software simple. You'll stand out from the others (who are hard to use) and create a better customer experience. How do you start? After you begin monitoring behaviors, you can drive change. Use the data to share bite-sized training materials revelant to their roles.

Make your software sticky — and fun to learn.

Get there by benchmarking the behaviors of your ideal user. Make training materials that replicate each person's real path. Then, upload the content in a customer success automation platform — and hit play. You'll gain a broader reach, with a smaller team, and see more success this way.

I promise.

#6. Focus on ongoing adoption.

That's it.

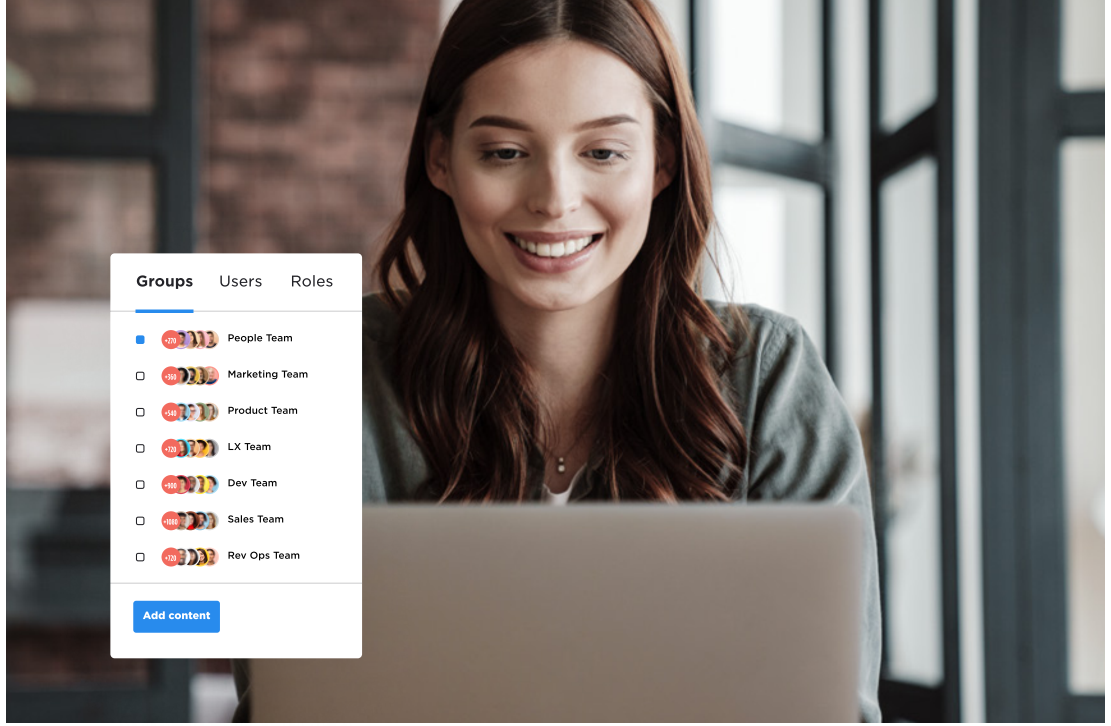
You've done the hard work.

Now, it's time to sit back and enjoy. Well … almost. Remember, you've spent time, and money, on training customers. You don't want users to lose their momentum because of a software update.

So, communicate early and often.

A software release is the perfect chance to help users stay on top of your changes, as they happen.

How?



Start by keeping your content updated. Then, decide what to share, with whom, and how often. When you're ready to make a change, add the updates into your customers success automation platform. It's that simple. You'll deliver the changes and your customers will build trust in you. That's how you grow.

Need help?

Start a 90-day free trial for your success team, right here.