Learn how to grow SaaS fast ... cut onboarding time in 1/2.

You've grown.

And with that surge in sales, came a spike in your onboarding too. So now, success is starting to feel a bit like an overgrown weed in a prim, perfect garden ... hard to handle ... and outta place.

It doesn't have to.

You can do more with less. After all, hand-holding every customer who walks through your doors sounds like a great way to tap out the team. And no, you don't want that.

So, step back.

Look for ways to train your customers to be powerful, independent — and more likely to renew. Here are two great ways to get you started.

#1

Grow SaaS fast.

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Do more, with less.

Let's talk about people, for a minute. They're wonderful; in fact, your customer success team might just be your greatest asset in SaaS.[1]

Until ... they're not.

I'll explain. Yes, of course, you want the best people on your team; focused on the right accounts. But, at some point, you also must be profitable. That means if you're thinking about an IPO, buyout, or just long-term growth, you need to do more with less. You can't linearly hire CSMs with revenue growth.

Not forever.

You'll tap out.

So, what can you do? Well, start by re-allocating your team and looking at ways to take on more customers with a narrower set of responsibilities. That could look like getting really good at eliminating anything that's urgent but not important — or putting customer success automation in place.

If you're new to automation in customer success, it's an easy way to capture customer behavior. Basically, you flag any data that shows an account struggling with onboarding, implementing, or rolling out your software. At each stage of risk, the automation will point your customer straight to the training materials they need to succeed; creating a power user who's infinitely more likely to renew.
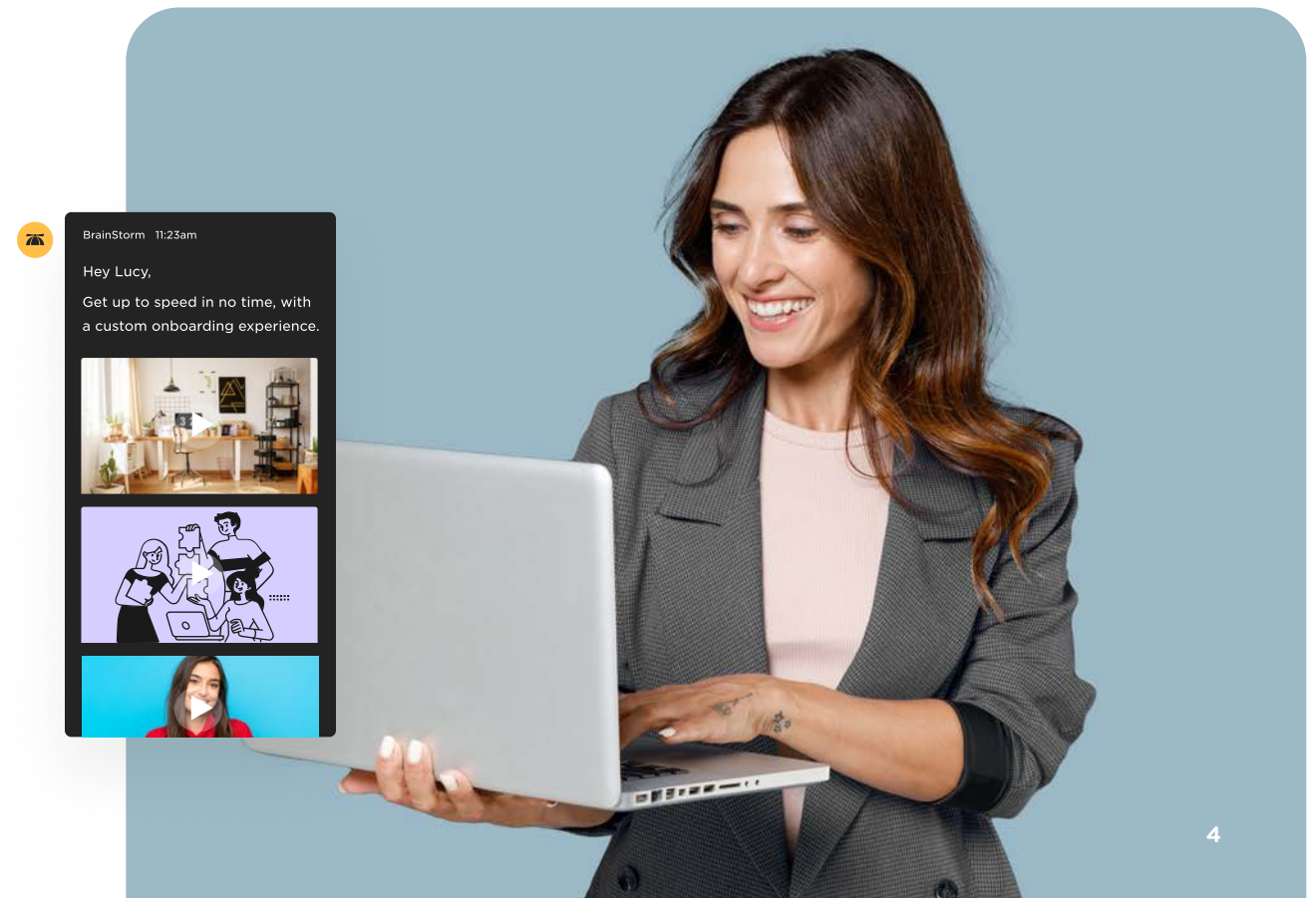
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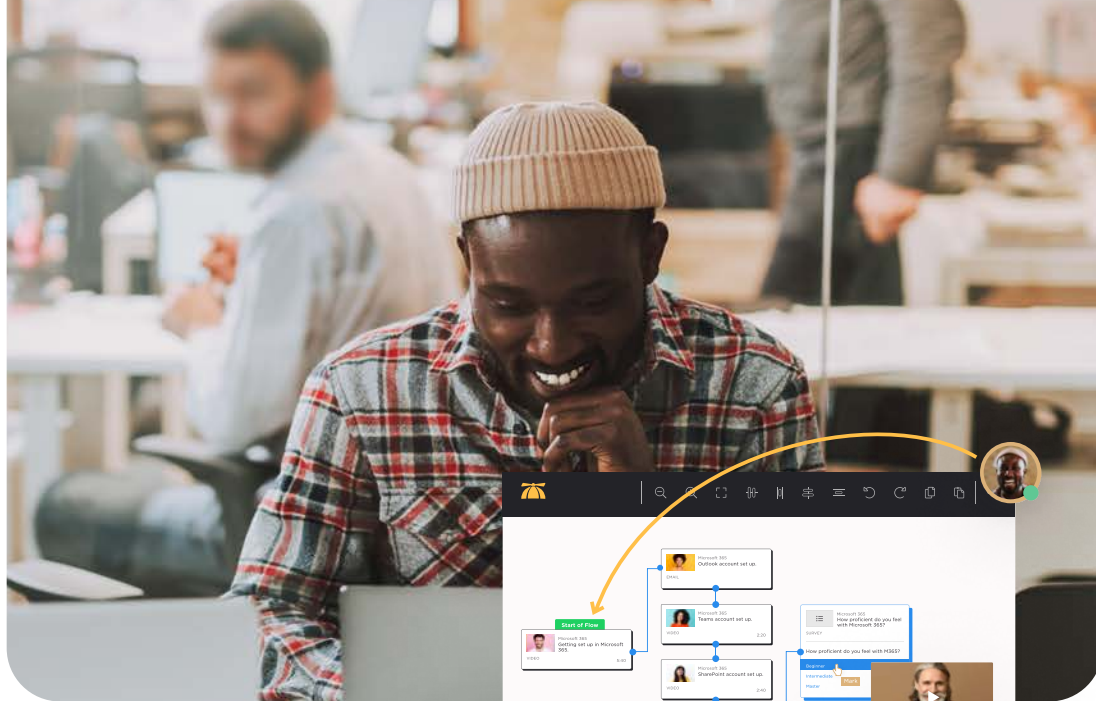
And the market favors those who can adapt.

Customer success automation lets you do more, with less.

Picture your team. Imagine if your team could increase their customer capability by 10%. How much more effective would you be if you no longer had to help users with change management … if it was done for them …. You'd probably be more efficient, and be able to use your time better, to save your talents for those high-touch accounts you can't lose.

It's worth looking into.

BrainStorm 11:23am

Hey Lucy,

Get up to speed in no time, with a custom onboarding experience.

#2

Cut onboarding in half.
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Speaking of time ...

Your customers need more time too, in general. Like you, they have too much to do, and not enough time to do it in. Think about your stakeholders' struggle, for a sec. They're

working with at least 13 different software platforms, 30 times per day, trying to get users to adopt each one.

Whew. That's a lot of work.

Now, let's make this easier on everyone. You probably have a ton of training materials. They're great at showing customers how and why to use your software. The challenge is ...

1. You need a way to share those materials.
2. Your customers need enough time to review them.

Imagine you had both.

You can reach customers at scale with personalized training for every role with automation. This process cuts customer churn dramatically — while reducing the overhead costs for customer success. Here's why. Customers get access to your training materials at exactly the right time. Your software becomes a favorite platform because it's easy to learn, and everyone gets more time back in their day.

Now what?

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Give it a try.

Start with a no-cost, 3-month pilot. You can trial customer success automation without any risk. For free. Your users will develop deep product knowledge with customized content for their needs. You get a higher likelihood of renewal with minimal engagement from the client success team, using BrainStorm.

Who's BrainStorm?

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BrainStorm is a SaaS company with a 27-year legacy of helping software brands, like Microsoft, to gain widescale user adoption.

Now, some of the biggest names in SaaS have sought us out for onboarding, retention, and expansion. We deliver with a marketing platform that drives key behaviors and deep knowledge — at scale. You're free to get more users engaged.