



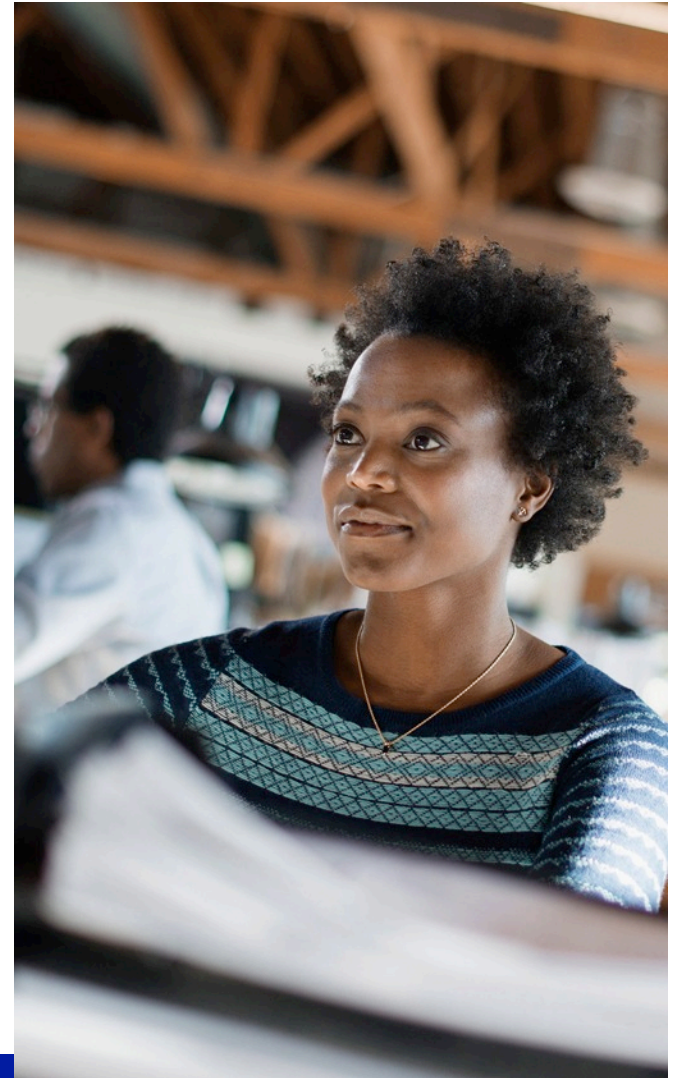
# Lifesize Customer Success Primer



# Customer Success Primer

Introduction to Customer Success  
and it's importance to our future

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#SaaStrAnnual

## TOP 3 TAKEAWAYS

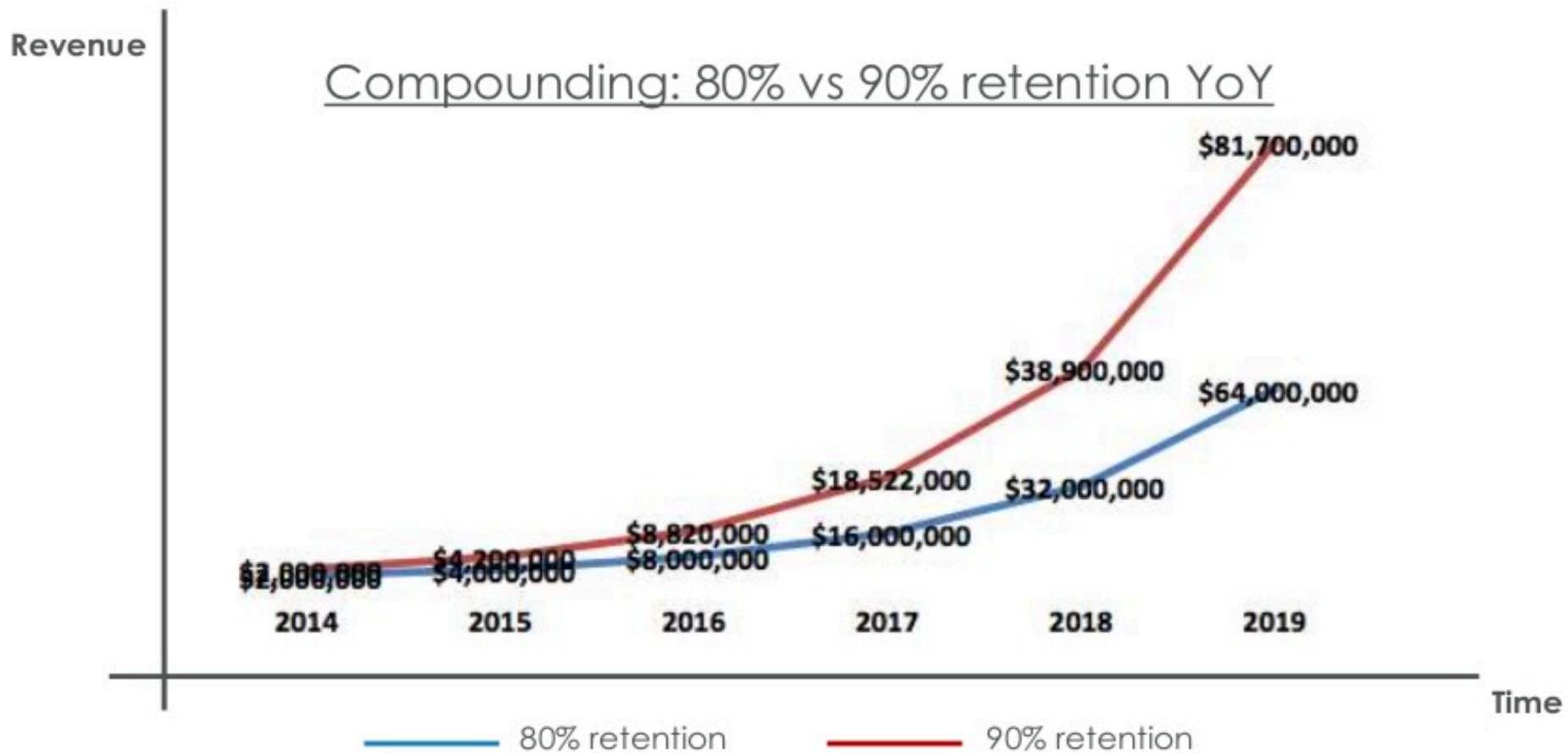
### FROM \$0 TO \$250M: LESSONS LEARNED

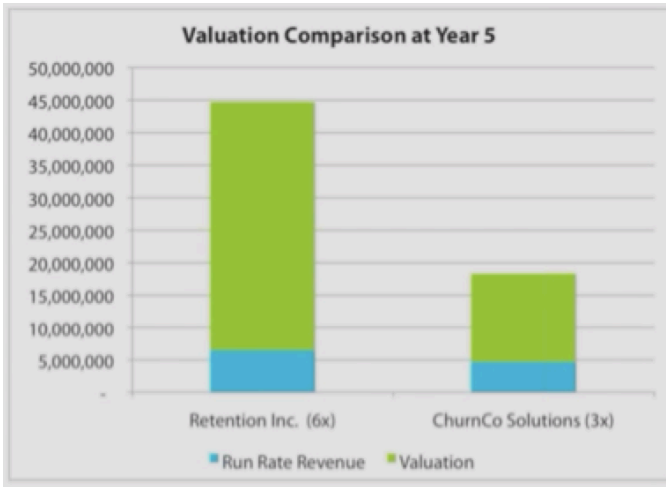
1. Enterprise Content Collaboration = Box in 2015
2. Ideally build a SaaS business model to growth with your Customers
3. Spend at least 50% of your time with existing customers rather than hunting for new ones

Aaron Levie

@levie  
CEO, Box



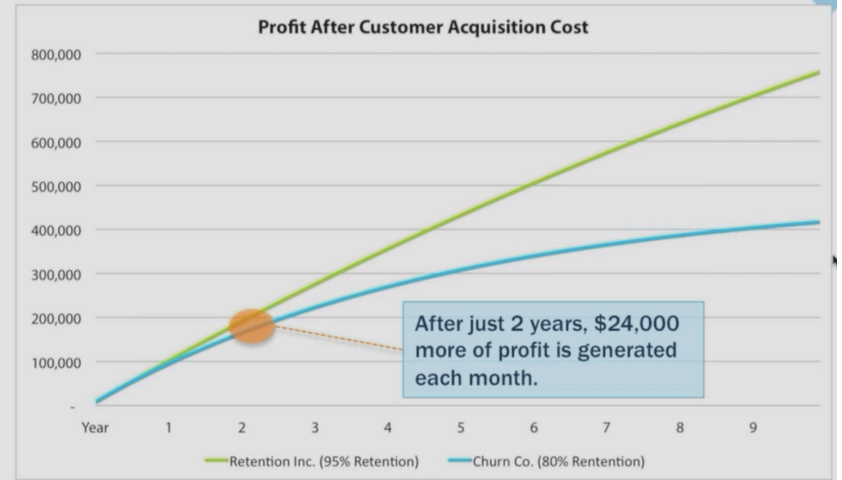




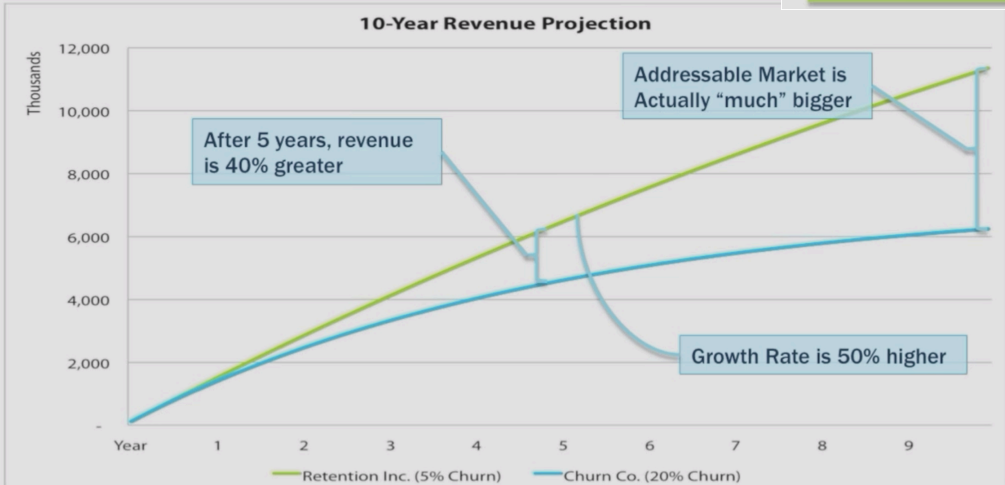
## Incremental Profit

Existing Customers are very profitable.

They can support greater investments in growth.



## Revenue Impacts of Churn



### Retention Inc.

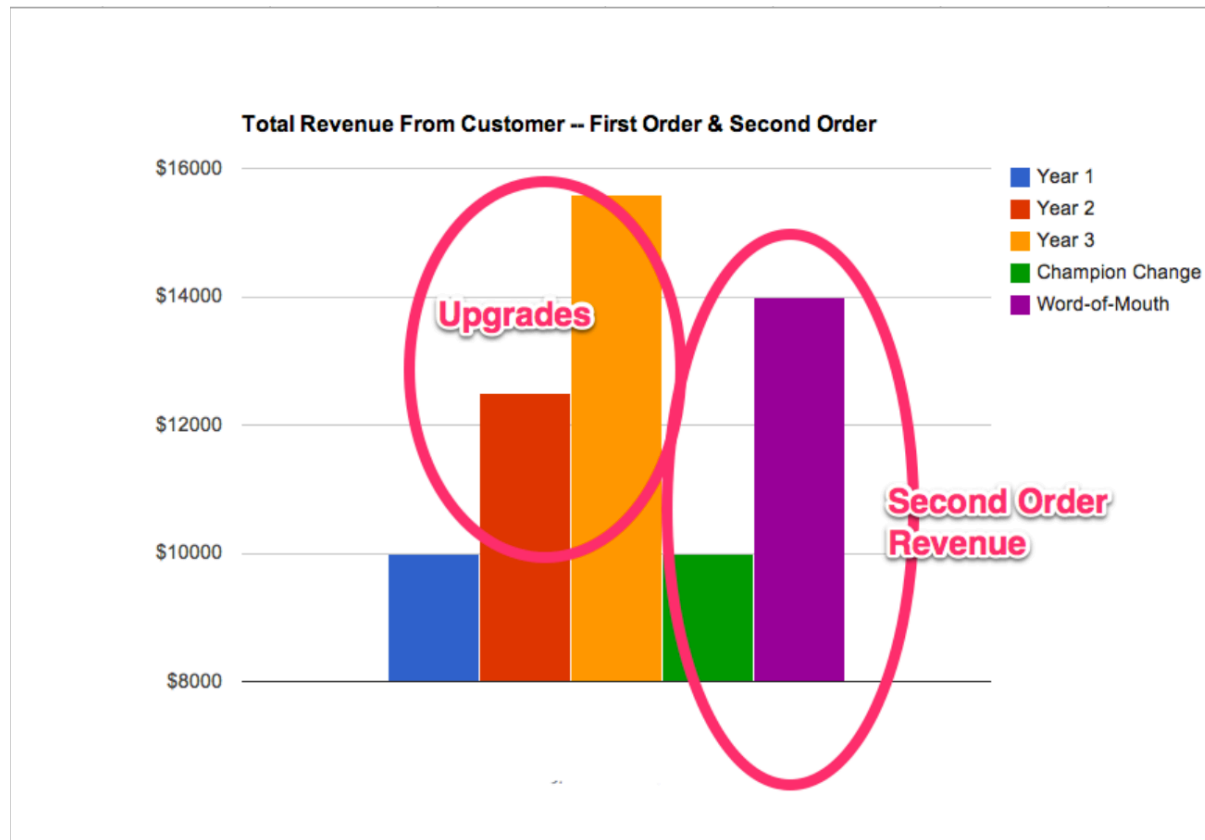
- Books \$120,000 a month in new Annual Contract Value
- Spends \$12,000 to acquire each customer
- 80% gross margin
- 95% retention rate

### ChurnCo

- Books \$120,000 a month in new Annual Contract Value
- Spends \$12,000 to acquire each customer
- 80% gross margin
- 80% retention rate



# Today's customers produce most of tomorrow's revenues



# Benefits of Customer Success



Reducing Churn

**\$3MM+**  
Revenue from retention



Increasing Up-Sell  
Revenue

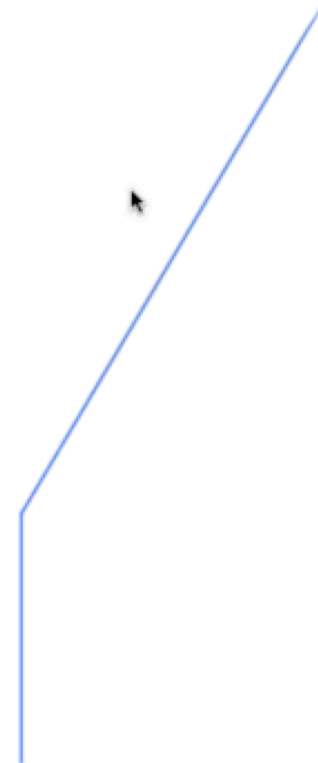
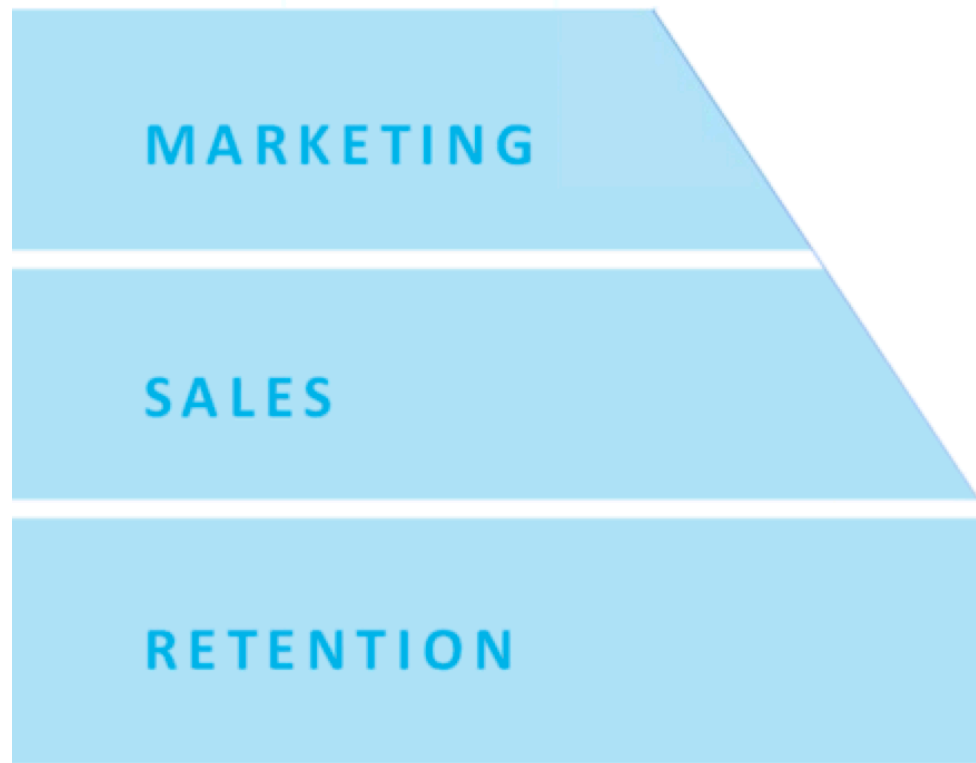
**\$1MM+**  
Higher Cross-sell, Upsell



Scaling Customer  
Success Team

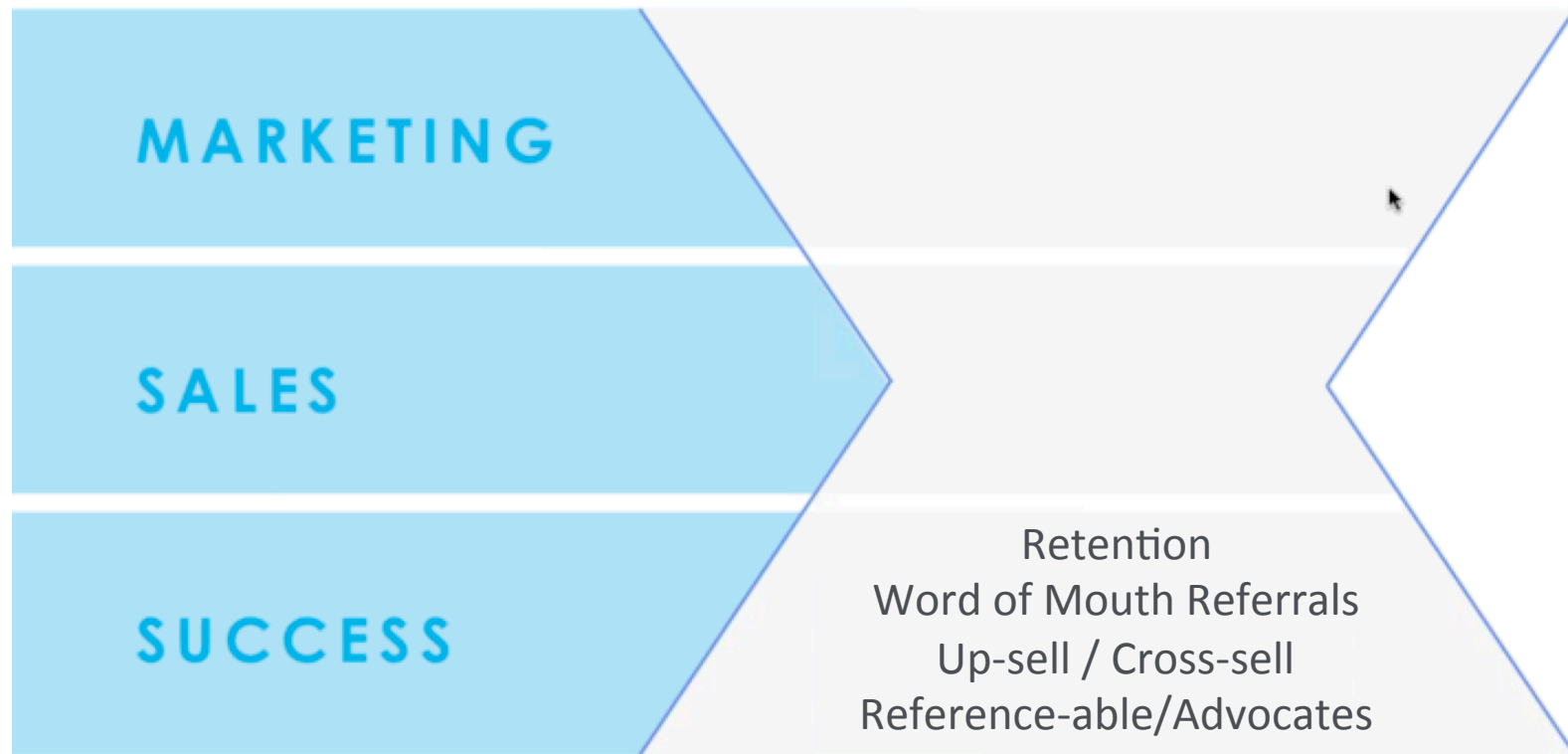
**\$2MM+**  
Lower OpEx Costs

# Rethinking the B2B Funnel – Traditional

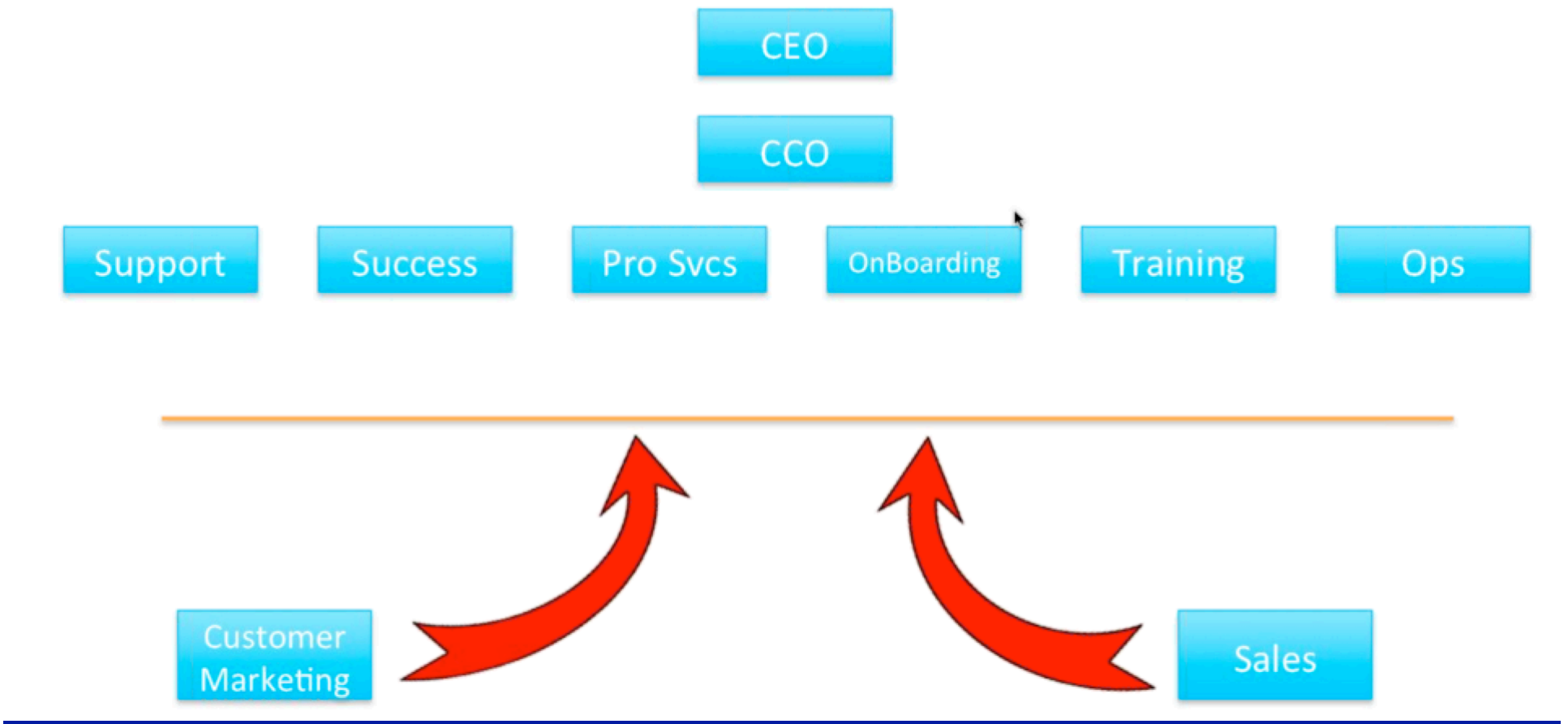




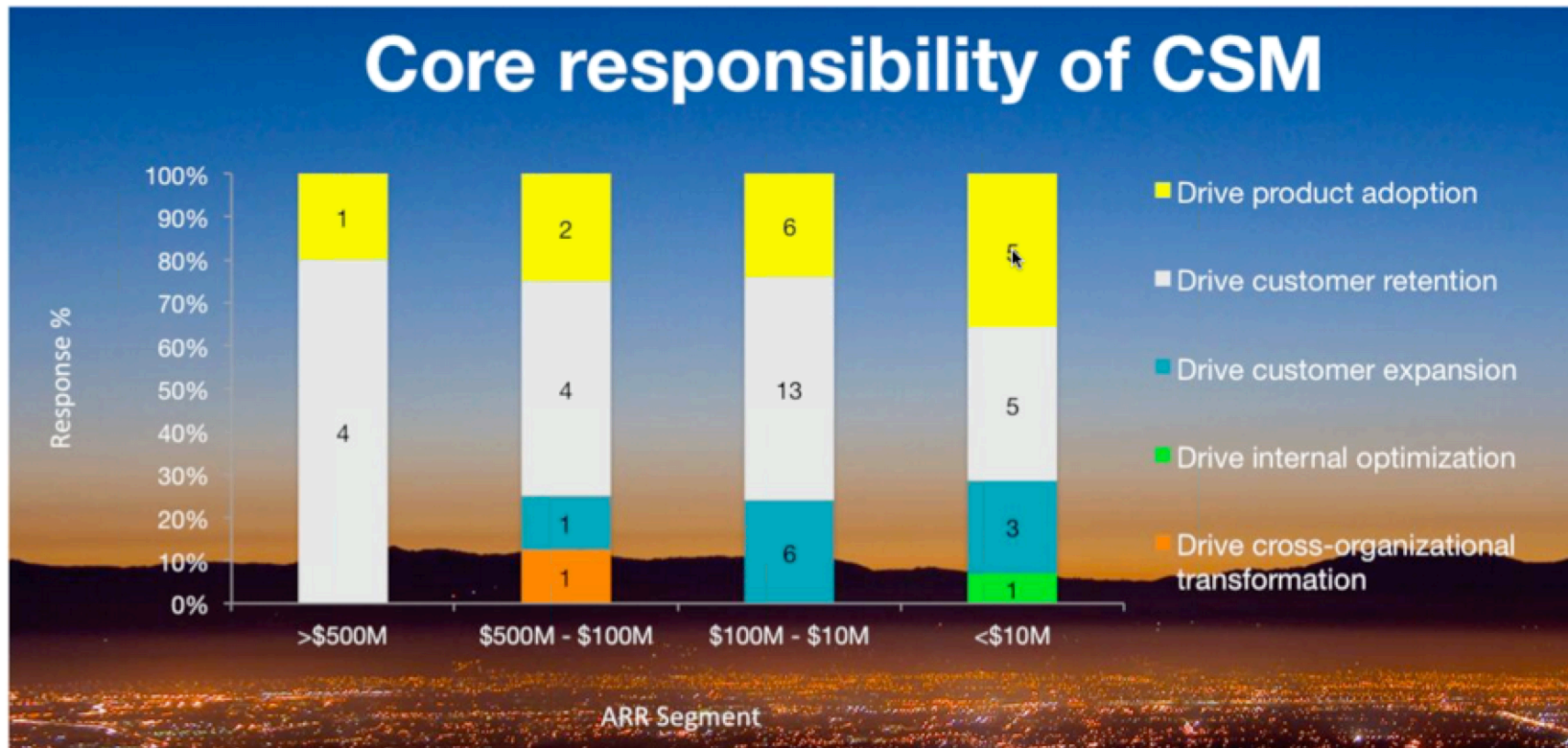
# Rethinking the B2B Funnel – B2B Hourglass



# The Perfect Org Structure



# Customer Success Advocate Responsibilities



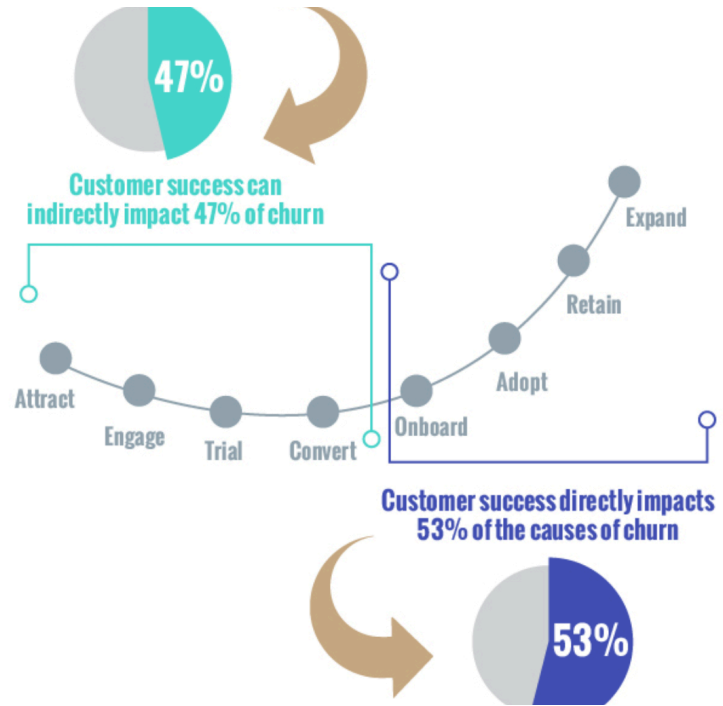
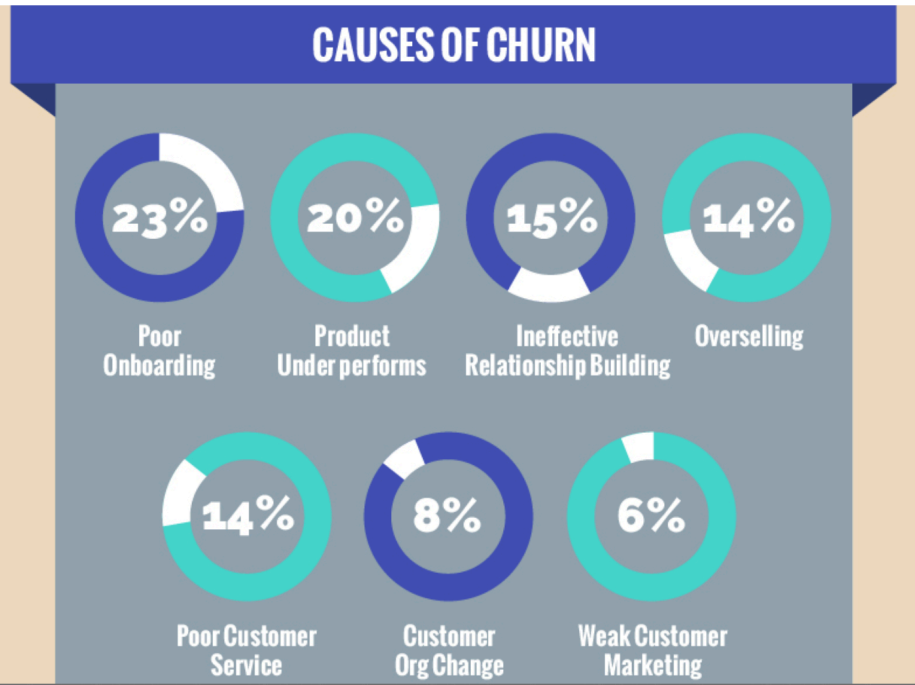
Survey of 60 Customer Success Leaders – Jan, 2015



# Why do customers churn out?



# Causes of Churn



THE SEEDS OF CUSTOMER CHURN CAN BE PLANTED ANYWHERE.

Customer success can weed out

**53%**

of common churn causes



# Operationalizing Customer Success

Sally McField

Search CTA

Show: [checkbox] [checkbox] [checkbox] Type: [red] [green] [yellow] Priority: [H] [M] [L] Owner: Sally McField Group By: Type Sort By: Due Date

### Risks 3

<input type="checkbox"/>	<input type="checkbox"/>	<b>H</b> Severe support ticket open > 14 days	72	Google Inc.	• \$79,200 • 12/10/2015		5 Task(s)	4/15/2015	
<input type="checkbox"/>	<input type="checkbox"/>	<b>H</b> Executive sponsor left	54	Castlight	• \$48,000 • 11/6/2015		3 Task(s)	4/18/2015	
<input type="checkbox"/>	<input type="checkbox"/>	<b>H</b> Logins dropped > 30%	64	Abbott	• \$264,000 • 5/10/2015		6 Task(s)	5/12/2015	

### Opportunities 2

<input type="checkbox"/>	<input checked="" type="checkbox"/>	<b>H</b> High NPS Survey Score	60	Symantec	• \$54,000 • 1/1/2015		4 Task(s)	3/24/2015	
<input type="checkbox"/>	<input type="checkbox"/>	<b>H</b> 90% of licenses used	51	ServiceNow	• \$144,000 • 12/22/2015		4 Task(s)	4/14/2015	

### Events 3

<input type="checkbox"/>	<input type="checkbox"/>	<b>H</b> New customer onboarding	64	Huawei	• \$68,400 • 8/11/2015		6 Task(s)	4/23/2015	
<input type="checkbox"/>	<input type="checkbox"/>	<b>H</b> Renewal in 90 days	57	Cornerstone OnDemand	• \$12,000 • 7/7/2015		4 Task(s)	4/28/2015	
<input type="checkbox"/>	<input type="checkbox"/>	<b>H</b> Quarterly Business Review	64	Abbott	• \$264,000 • 5/10/2015		5 Task(s)	4/30/2015	

# Operationalizing Customer Success

## By Customer

The dashboard displays a customer profile for Sally McField (Abbott, Status: Active, Subscribed: ✓). It includes a search bar for customer names, tags for 'Cross sell' and 'CEO's friend', and a summary section with various metrics and charts.

**Summary** Edit

<b>Status</b> Active	<b>Stage</b> 4 - Expansion	<b>Health Score</b> 64 ↑	<b>Users</b> 100
<b>Industry</b> Technology	<b>NPS</b> 6	<b>Open Calls To Action</b> 1 1 0	<b>Open Cases</b> 3
<b>ARR</b> \$264K			
<b>Orig. Contr. Date</b> 7/1/2010			
<b>Renewal Date</b> 5/10/2015 (30 Days to Renew)			
<b>Customer Lifetime in Months</b> 57			

**Comments**

Renewal Prep; Research Support Case. Schedule Best Practice Training. Recommend: Desktop sync and renegotiate license pricing.

**Navigation Menu:** Summary, Scorecard, History, Features, Sponsor Trackir, Surveys, Cases, Email Stats

# Operationalizing Customer Success

## By Customer

The dashboard displays the following information:

- Header:** User profile for Sally McField, customer name 'Abbott', status 'Active', and subscription status 'Subscribed'. Includes an 'Export' button and a search filter for 'Customer name starts with'.
- Scorecard:** Shows a score of 64+ with a bar chart. A text box notes: 'Abbott has made tremendous strides with our product, increasing their usage by 25% year over year. They've seen a 20% increase in their lead to close times due to the recent feature release. Had call with sponsor and things are going well -Usage was down 2/2 - b/c users were on'.
- Customer Goals:** A section for tracking goals.
- Subjective VitalSigns:** Includes a 'Sponsor' metric with a score of 80+.
- Objective VitalSigns:** Includes metrics for Engagement (60 ↓), NPS (70 ↓), Support Activity (50 ↓), and Usage SmartSign (60 ↓).
- History:** A section with tabs for Adoption, Milestones, Usage Tracker, and Usage Summary. It includes a filter for 'Adoption data for 52 weeks ending with 5/24/2015' and options for 'Measures', 'Go', 'Normalize', and 'Milestones'.
- Right Sidebar:** A navigation menu with icons for Scorecard, History, Features, Sponsor Tracking, Surveys, Cases, Email Stats, and Cockpit.



# Operationalizing Customer Success

## Aggregate

