smartkarr&t

Advanced Systems
for Customer Success

July 2023

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It's awe inspiring to see AI-generated Drake and The Weeknd songs go viral, Adobe unveiling future of Creative Cloud with Generative AI and ChatGPT becoming pervasive across tools and platforms. Such technologies are usually grounded in data and computing power. These make today's systems more and more intelligent.

When it comes to post-sales operations, it is evident that these technologies can assist us in extracting valuable insights from the vast amount of data. They enable us to identify the highest-risk customers, detect declining health trends, and emphasize high-performing portfolios. Additionally, these technologies enable us to forecast the Monthly Recurring Revenue (MRR) trend, providing valuable foresight for your business.

While the opportunities are abundant, what truly counts is the preparedness of teams and the extent to which systems have been able to harness data for generating such valuable intelligence.

Within this document, you will discover an illustrative list showcasing the contrasting behaviors of post-sales teams when equipped with proactive intelligence versus when operating without it.

Account Intelligence

Account intelligence, as it sounds, can be extremely vast depending upon the volume and variety of customers. CSMs would love to get updated on high performing accounts, risky accounts, new accounts and much more. Intelligent systems can help in scenarios where all customers seem alike, the system can flag customers that have open escalations, had least communication in past week or so, have drop in product usage or utilizations, and others.

Without Account Intelligence	*With Account Intelligence*
No visibility into customer's health	Provides visibility into customer's health using multiple parameters
Need to investigate historic data to build trends	Surfaces up trends and fluctuations like consecutive drop in health score
Sieve through multiple systems to get critical information	Flags all risk items like escalations, due tasks, due renewals, lower utilizations
Mostly left blind sighted on not so frequent changes in accounts	Tracks and highlights all items include champion status, account activations, etc.

EXAMPLE: 74.33% of the accounts churned demonstrated a dip in health score below the average health score of the preceding 12 weeks.

Revenue Intelligence

Revenue intelligence is the backbone of any business. 80% revenue is generated from existing customers; thus, it becomes essential to have relevant and timely insights on revenue.

Looking at renewals for example, if customers do not get timely update on due renewals and risk profile of the customers then it's an uphill battle to defend NRR.

Without Revenue Intelligence	_With Revenue Intelligence_
No insight into the renewed accounts' behavior	Replicate known behavior to influence renewals
Manage all customers alike	Be able to segment customers based on ARR and other parameters for targeted approach
No visibility into renewals	360 views on due and achieved renewals
No visibility into customer segment and team performance	Plan efforts based on customer segment and CSM performance

EXAMPLE: Successfully renewed accounts reveal an average increase in adoption of 16.25% over the historic average of these accounts in the month before the renewal.

Engagement Intelligence

**Balancing customer relationships** across high touch and low touch customers can be daunting. How empowering it would be for CSMs if they are proactively informed about correlation between churn and engagement. They would be able to easily prioritize their customer engagements and keep churn at the minimum!

Without Engagement Intelligence	_With Engagement Intelligence_
Unplanned customer reach outs	Effective customer outreach based on customer engagement and adoption trends
Time spent in reviewing customer engagements and reports	Be readily aware of drop in customer engagements etc.
Lack of understanding of customer engagement and behavior association	Manage your customer engagement and product adoption effectively
No insights into engagement and critical financial data like churn, NRR etc.	Have key trends surface based on engagement parameters and renewal and expansion potential

**EXAMPLE: An overwhelming 71.16% of customers that churn, exhibit no active engagement by the CS team in the preceding 3 months!**

Adoption Intelligence

While customer adoption is a ubiquitous term, it's hard for CSMs to associate usage trends with financial gains. Right systems can provide high impact intelligence on product adoption and financial behavior.

Without Adoption Intelligence	*With Adoption Intelligence*
No visibility into customers usage behavior	Leverage intelligence at feature, event, and user level
Lack of ability to track usage and engage users	Segment and engage users based on their usage patterns
Treating all customers alike	Filter customers based on the same usage trends for strategy and action

EXAMPLE: 71% of high usage accounts have seen increased revenue over the past year.

Risk Intelligence

Fixing a leaky bucket has become normal hygiene as Customer Success is seeking expansions and growth. Right analytics leveraging industry data and patterns can help surface up the risky customers for CSM's attention and action.

Without Risk Intelligence	*With Risk Intelligence*
Be reactive when customer churns	Stop churn with risk insights at high, medium, and low level
No insights into industry benchmarks	Benchmark your customer risk levels with evolving industry levels
Actions not in sync with customer performance	Be on top on fluctuating risk levels for a customer, cohort, or portfolio

EXAMPLE: 25% accounts saw increased risk and 10% accounts have risk lowered in the past week.

Call Intelligence

When we talk about a large volume of customers and growing customer success teams, it's hard for CS management to be able to keep track of customer engagements, sentiment, CS team performance and others.

How amazing it would be if a system points out 1 of 100 calls that really didn't go well and need management attention!

Intelligent systems like SmartKarrot can really empower CSMs and management with right intelligence to empower them in their roles.

Without Call Intelligence	*With Call Intelligence*
Blind-sided by customer interactions	Turn customer interactions into strategic insights
Lack of understanding of team performance	Improve your team performance by assessing and improving the call performance
No direction to improve customer interactions	Leverage industry benchmarks to stay ahead
No assessment of customer sentiment	Identify customer sentiment leveraging word cloud and other insights

EXAMPLE: Your team averaged 8:18 minutes monologue while industry average is 4:30 minutes or less.

Intelligent Workflows

Building and triggering customer success flows automatically can help bring a lot of efficiency into CSMs day to day life. This is not only helpful for velocity but also for impact as it can cover up for multiple scenarios like drop in health score, fluctuation in utilization, etc. and trigger the right actions so nothing falls through the cracks!

Without Intelligent Workflows	*With Intelligent Workflows*
Manual intervention at all stages	Trigger workflows across customers based on utilization rate, due renewal, etc.
Be blind to user behavior requiring actions	Initiate customer engagement based on user behavior across segments
Lack plan of action despite information	Design auto-workflows based on your custom needs

EXAMPLE: 40% upsells achieved using playbooks across accounts with utilization rate above 85%.

Intelligent Implementation

We all know setting up customer success functions, building processes, and implementing technology can be a herculean task. SmartKarrot brings in intelligent implementation along with a comprehensive onboarding process to help you integrate your systems in no time. This allows you to scale and removes dependency on technology team during implementation and even post that for new updates etc.

Without Intelligent Implementation	*With Intelligent Implementation*
Spend an enormous amount of time in capturing events data	Capture all relevant event data based on patterns in a single configuration
Unable to sift through the large volume of data	Leverage meta tag, hierarchical design, and others to clearly define your data
Reinventing the wheel every time there is a change in your product	Easily scale the implementation with changes in your product seamlessly

EXAMPLE: 484 events mapped across 56 pages and grouped into 11 features with a total of 10,000 events in the past 7 days.

SmartKarrot Intelligence Snapshots

SmartKarrot is an intelligent post-sales platform democratizing customer success using latest technologies. Have a look at some of our intelligent snapshots. **Reach out** *to us for more.*
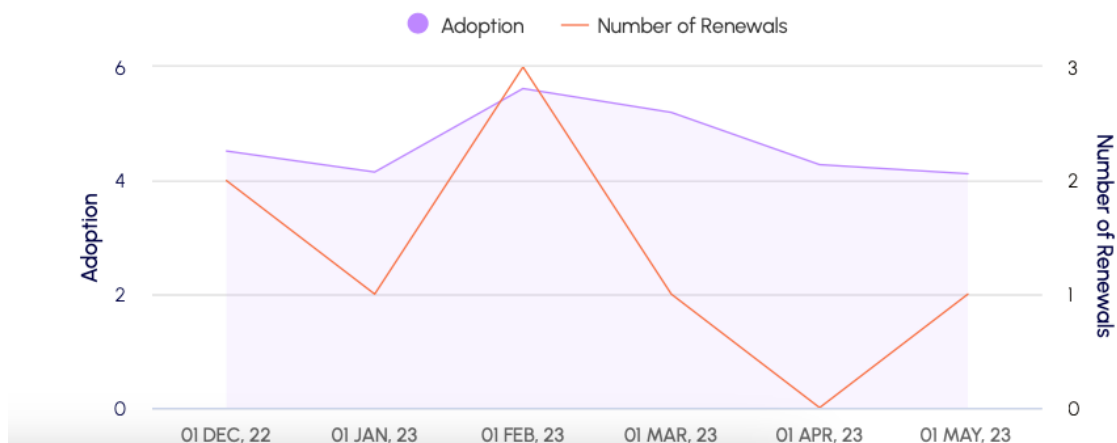
Adoption Intelligence

Insights

Successfully renewed accounts reveal an average increase in adoption of 16.25% over the historic average of these accounts in the 1 month preceding the renewal.

Trend line

Check out the trend line here.

Risk Intelligence

Risk Intelligence										
CUSTOMER ACCOUNTS	**Wk 27-Mar...**	**Wk 03-Apr-...**	**Wk 10-Apr-...**	**Wk 17-Apr-...**	**Wk 24-Apr-...**	**Wk 01-May...**	**Wk 08-May...**	**Wk 15-May...**	**Current Week (22-May-2023)** ⓘ	
CUSTOMER 1	Low	Low	High	High	Med	High	High	High		13.1% 🔴
CUSTOMER 2	Med	Med	Low	Med	Med	Low	Med	Low		1.1% 🔴
CUSTOMER 3	Low	Low	Low	Low	Low	Low	Low	Low		NC

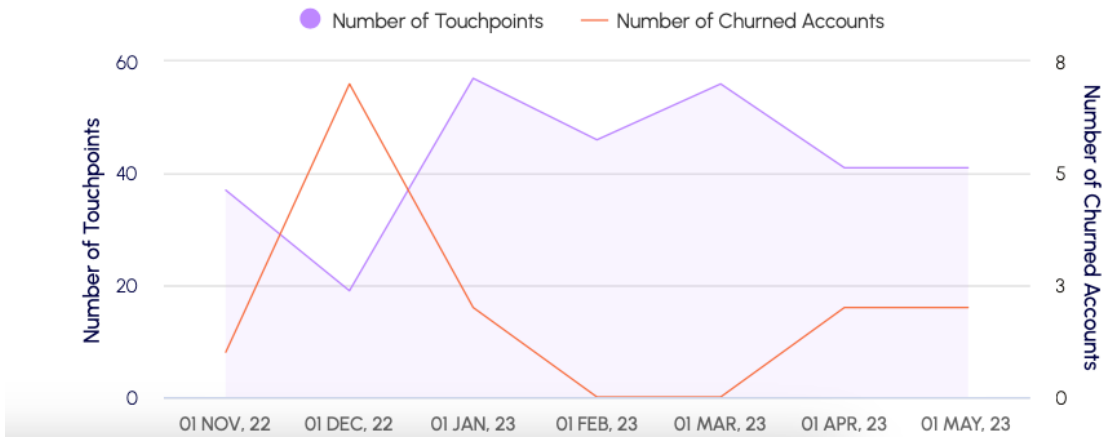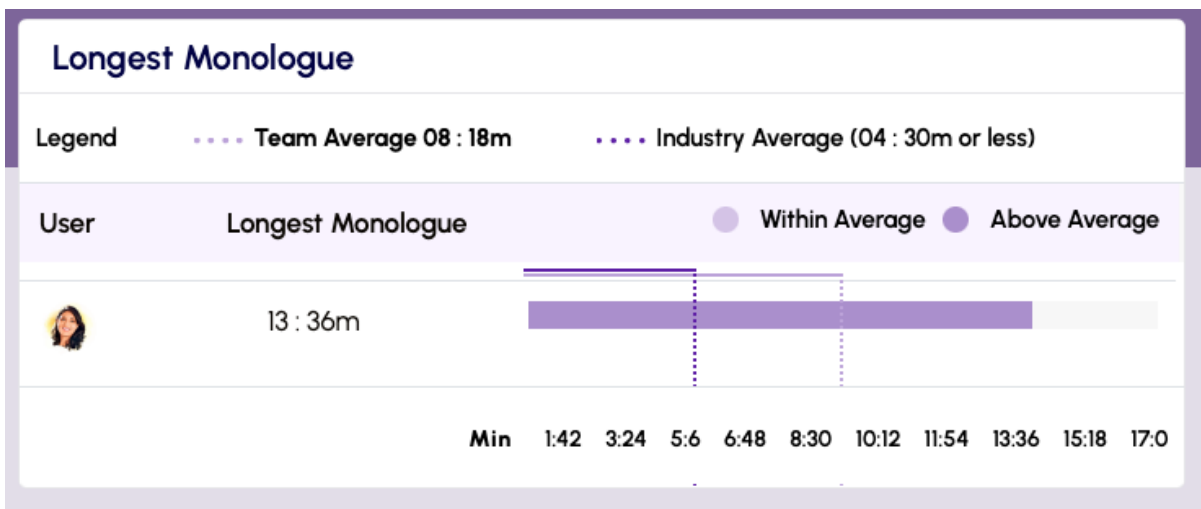## *Engagement Intelligence*

> 💡 **Insights**
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Call Intelligence

Customer Success and Technology

Leveraging technology to maximize returns in Customer Success, a function that drives NRR for the organizations, is imperative. Technology has advanced beyond being used in labs or niche projects, becoming pervasive and applicable across industries, functions, and several use cases.

Customer success typically involves managing large volumes of data in a time sensitive and high business impact function. Leveraging the right technologies that provide meaningful and timely intelligence like correlation between adoption, renewal and churn or predicting high-risk customers, can empower customer success teams to make the best impact on their business.