

Customer Centricity + Revenue Lifecycle Management

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Customers



Customer-centricity requires you to:

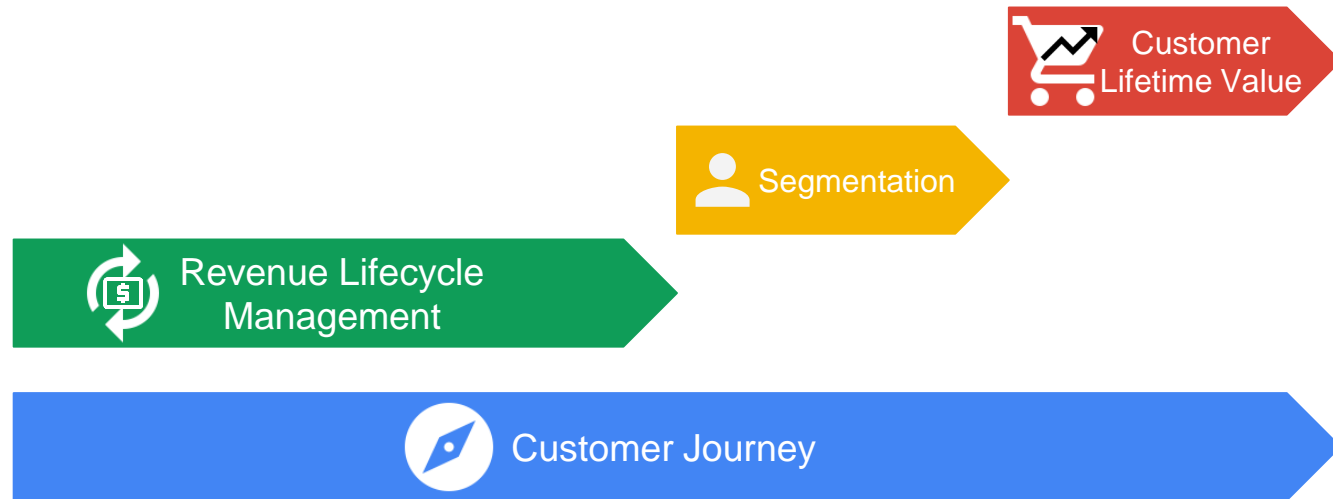
“Commit to putting the customer at the heart of your strategy...”

“Rethink how you organize your teams around the customer...”

“And how you organize and apply data to your marketing strategy...”

~ *Sridhar Ramaswamy, Senior Vice President of Ads & Commerce, Google*

Four Key Topics





Customer experience

A customer's perception of their interactions with a company over the duration of the relationship.

Touchpoint

Any point of contact between a company and a customer.



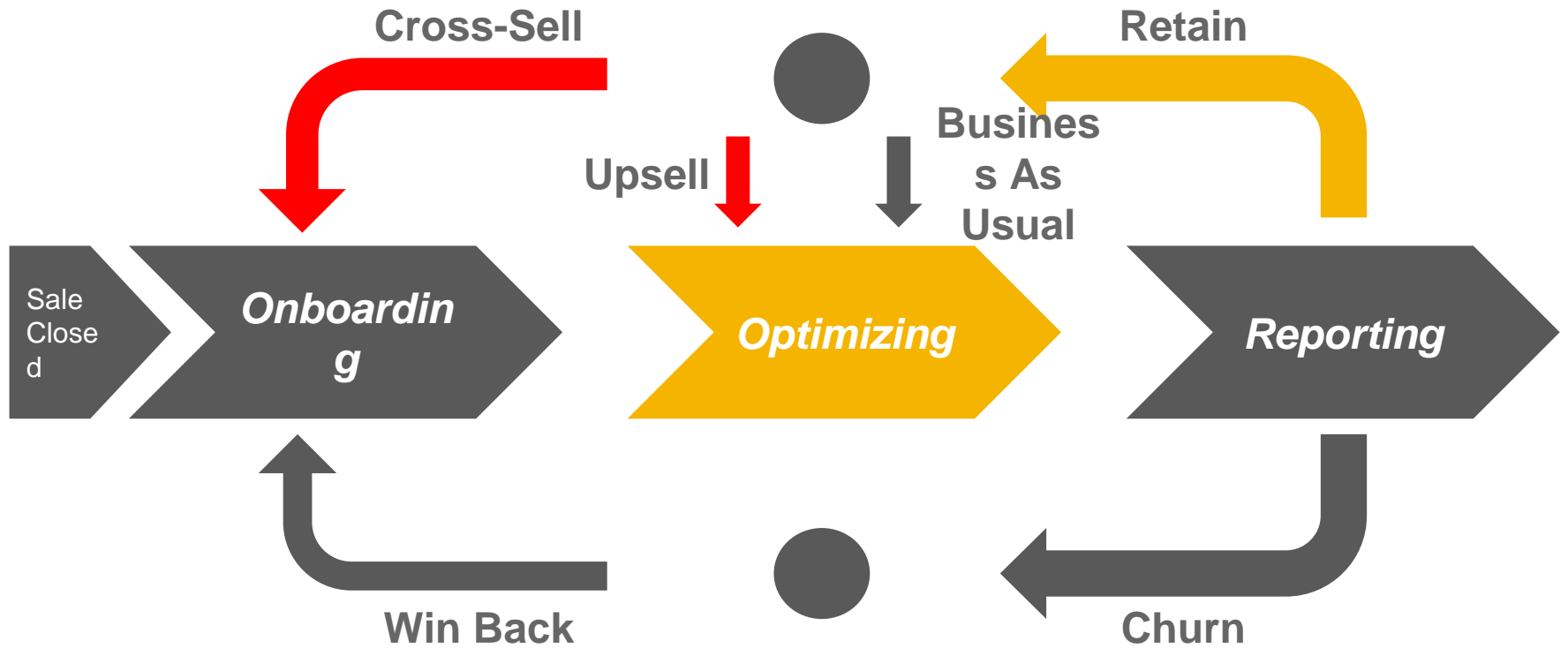
Customer Journey Map

“a diagram that illustrates the steps your customers go through in engaging with your company”

“the beginning-to-end processes that customers experience in getting the product or service they need, across whichever channels they choose”



Customer Journey Example



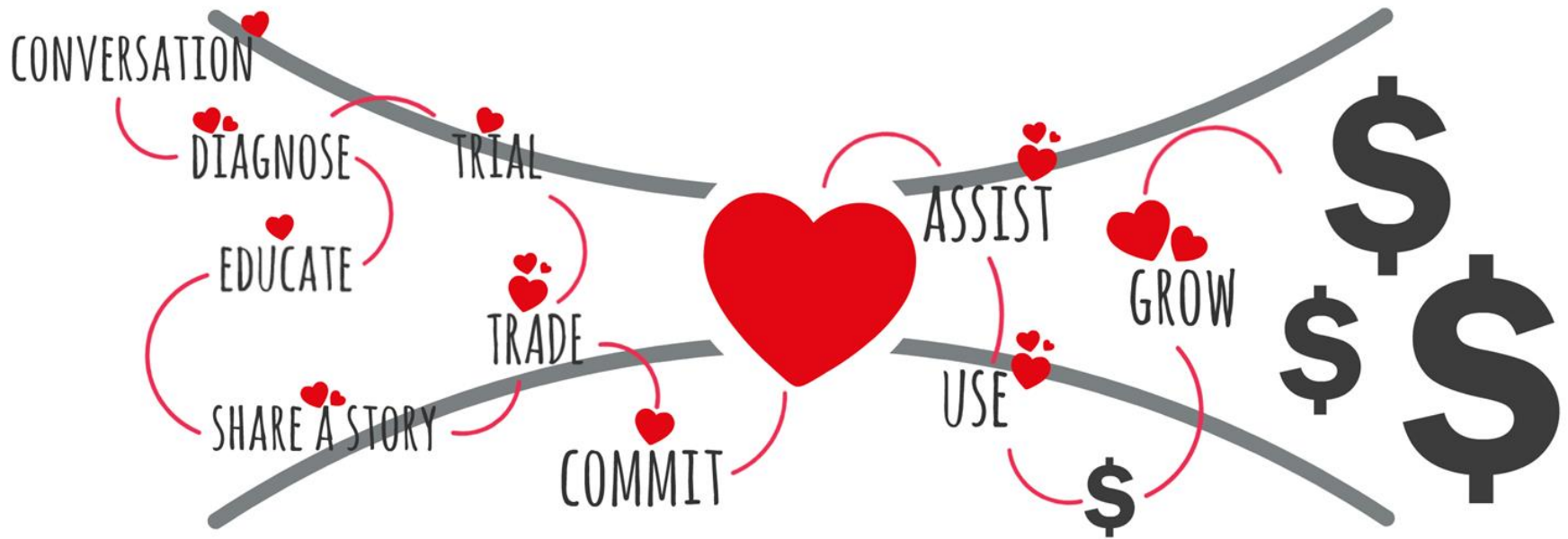


Customer Journey Moments

Lifecycle	NEED	CONSIDERATION	PURCHASE	ONBOARDING	RECEIVE	ENGAGE	RETAIN	RECOMMEND
Phases	Customer expectations, preferences, and aversions are met	Customer researches products and services	Customer selects partner service	Customer begins partner relationship	Customer receives ongoing service	Customer gets personalized proactive support and education	Customers receives tailored retention comms	Customer advocates experiences and interactions
Sample Touch Points	Outbound Calls	Sales rep / F2F pitch	Contracting	Welcome Comms	CSM Transition	Business Consultation	Milestone Celebrations	Word of Mouth
	Digital Advertising	Sales rep / phone pitch	Billing	Advertiser Objectives	Reporting Platform	Vertical Trends	Promotional Offerings	Social Media
	Traditional Media Advertising	Written pitch		Expectation Setting	Reporting Emails	Advertiser Education	Contract Renewals	Surveys
	Promotions & Offers	Website		CRM Onboarding	Reporting Calls	Benchmarking	Co-op Spend Exhausted	Online Community
	Reactivation Campaign			Campaign Approval	Optimization Updates	Call Center/Chat		Loyalty Program
	Retention Campaign			30-60-90 day emails	Text / email Scheduling Reminders	In-Product Training		
	Social Marketing							



Leveraging Touchpoints to Boost Customer Success





Revenue Lifecycle Management

“a prescriptive, systematic approach to maximizing revenue throughout the lifetime of the customer relationship”

Forbes



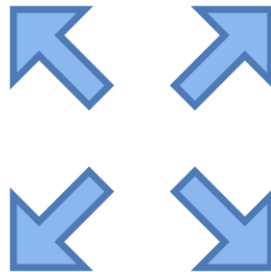
Revenue Lifecycle Management

Revenue Lifecycle Management

Correlates directly with positive measures of company performance:



greater overall
revenue growth



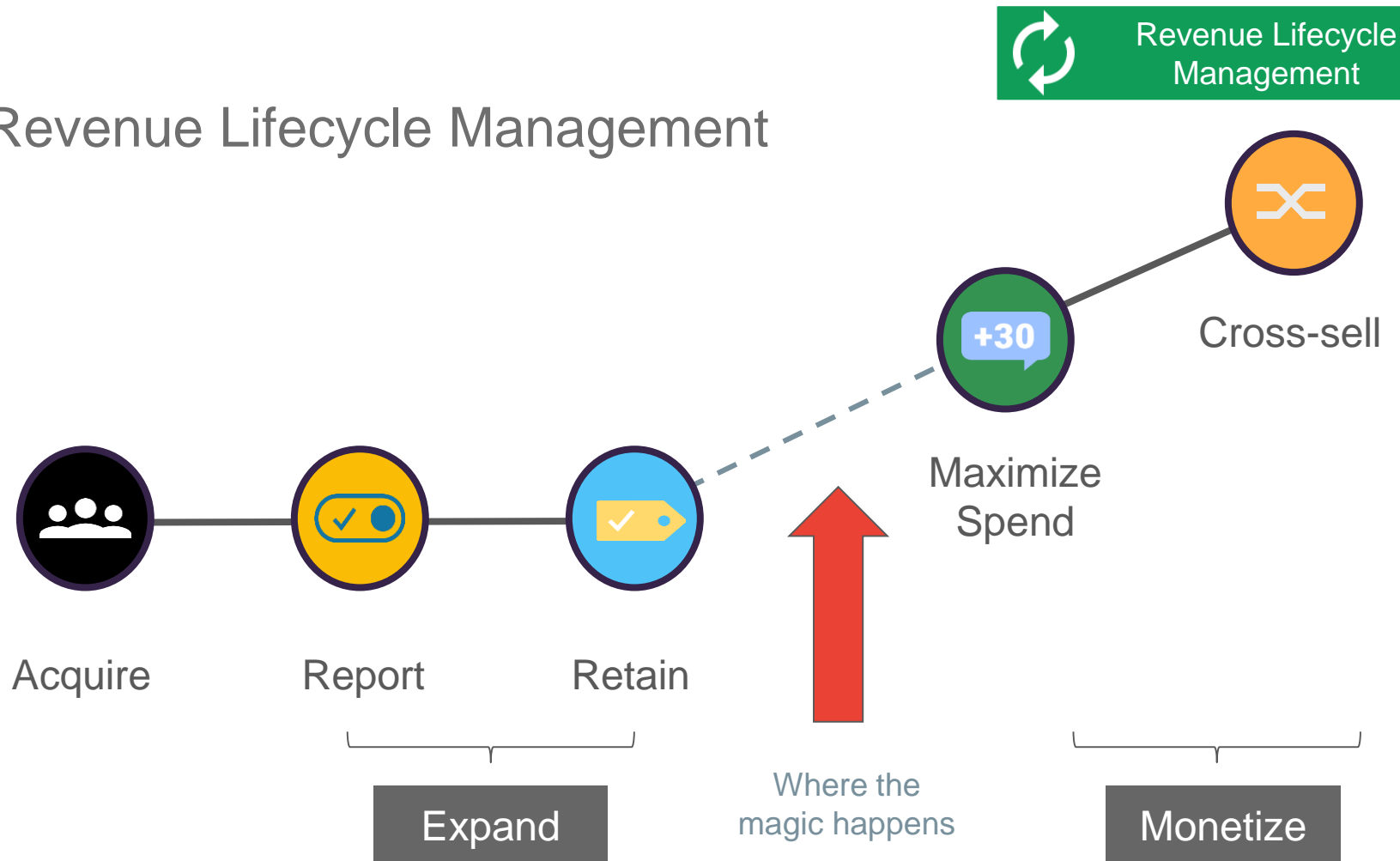
revenue expansion
from existing
customers



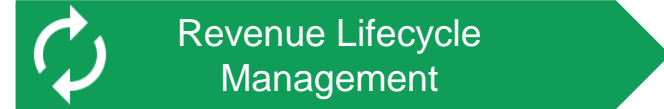
higher customer
renewal rates

[Forbes](#)

Revenue Lifecycle Management



Revenue Lifecycle Management



Acquire customers:
grow the business



Expand customer
relationships:
build loyalty



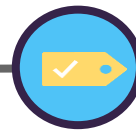
Monetize:
programmatically grow
customer lifetime value



Acquire



Report



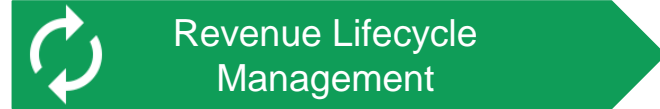
Retain



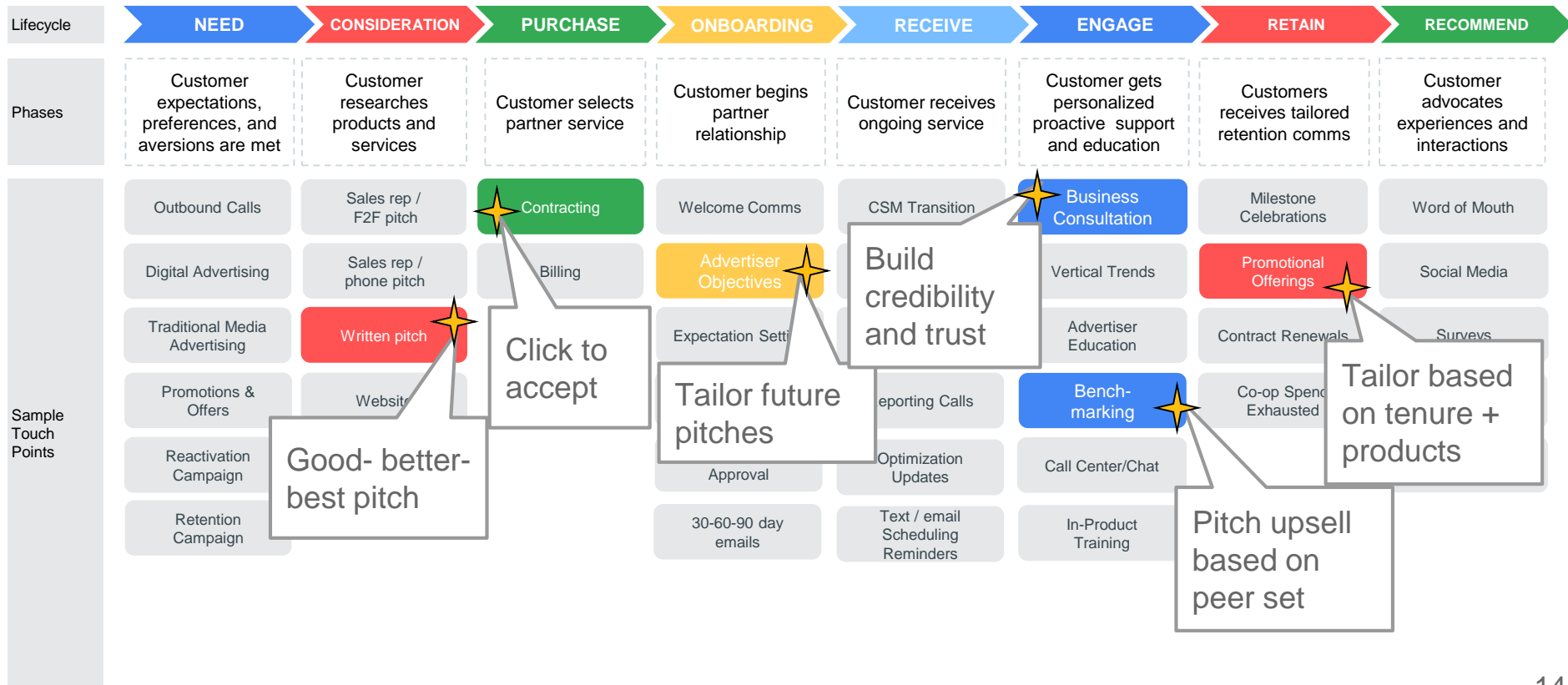
Maximize
Spend



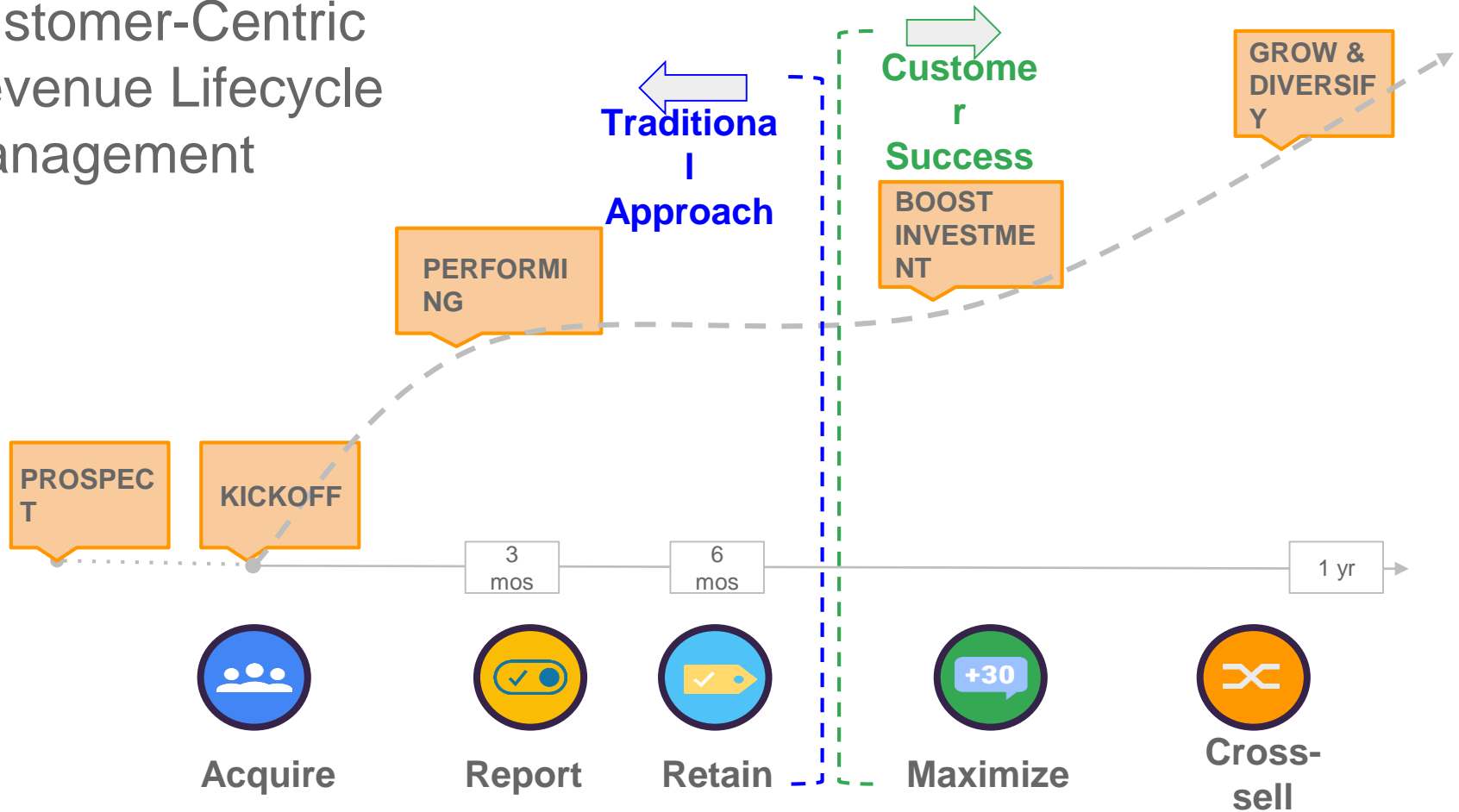
Cross-sell



Revenue Lifecycle Management + Customer Journey



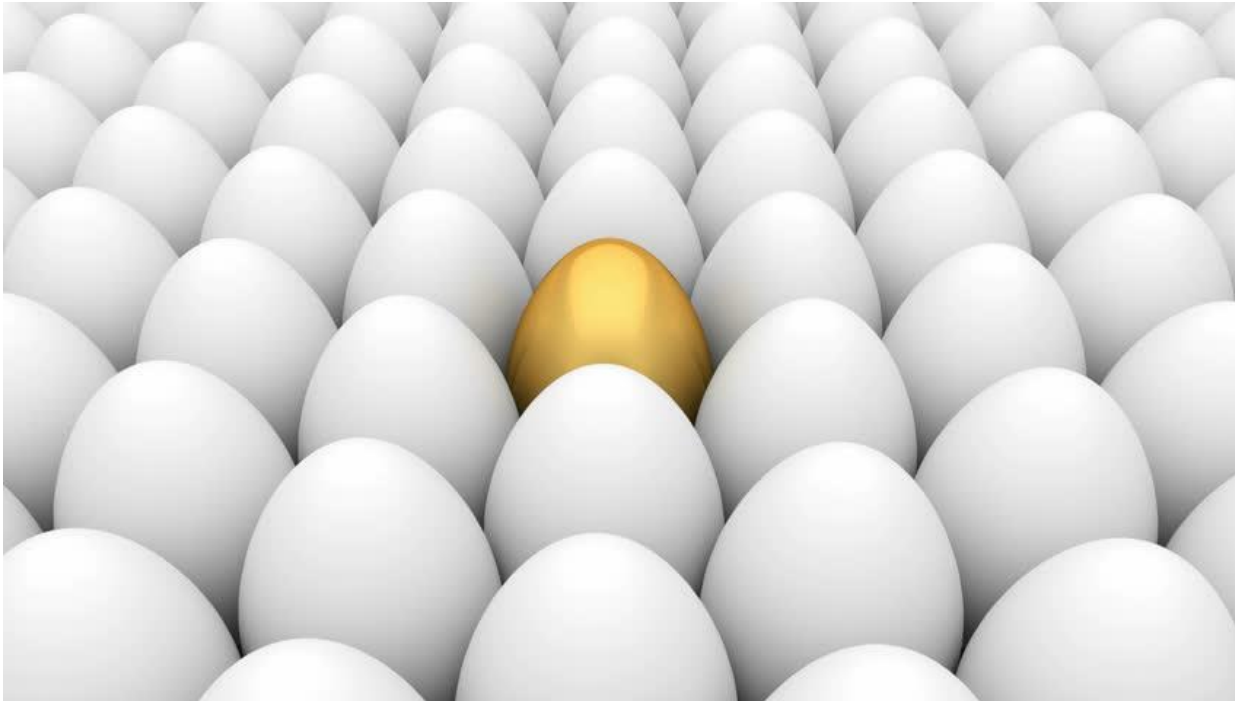
Customer-Centric Revenue Lifecycle Management





Segmentation

Not All Customers are Created Equal





Segmentation

A grouping of customers based on factors that create similarities within the group, and dissimilarities with outside groups.

Why is Segmentation Important?

Allows a business to to “identify and capitalize on customer differences”



Segmentation

Understanding Your Customers



Geo

Do certain regions drive higher value customers?



Company Demographics

Does customer revenue, number of employees and/or business model correlate with higher value customers?



Reporting

Engagement
Do any users of reporting dashboards have higher value customers?



1st Product/Service Purchased

What first product bought is more likely to bring in a high value customer?

Segment Customers & Invest in High CLV



Company Demographics:
vertical, # of employees,
revenue, buyer job role



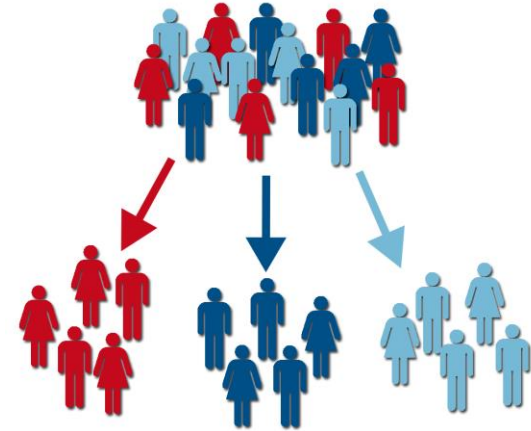
Behavioral:
engagement level (calls,
log-ins), task completion
(creative assets)



Transactional:
purchases, stated business
objectives, upsell take
rates



Lifetime Value:
Modeled or scored based
on historical analysis



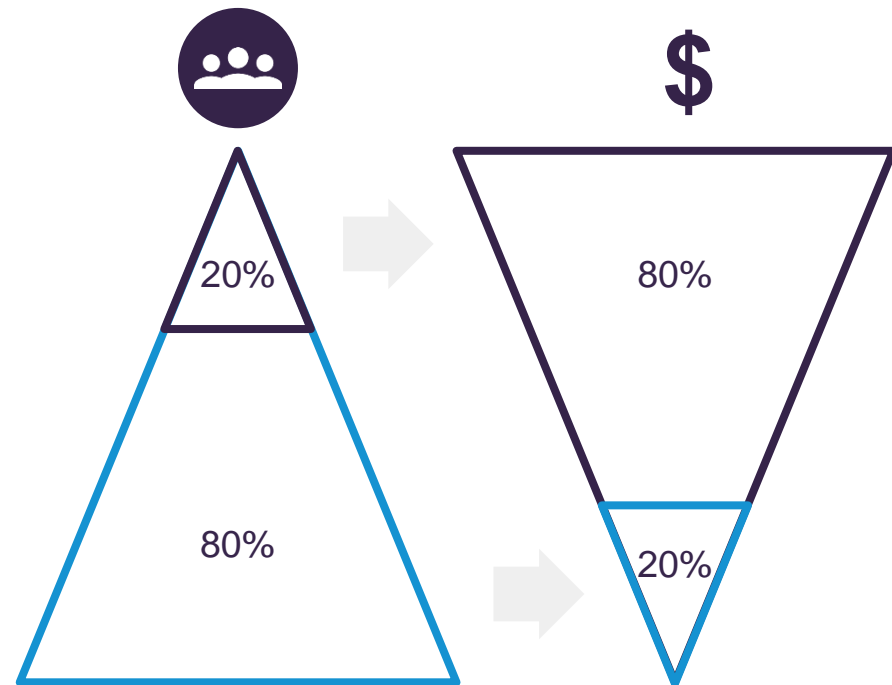
<i>Customer</i>	Low Value	Mid Value	High Value
Interaction Cadence	Quarterly	Monthly	Weekly
Reporting	Dashboard	Tailored Email	Call
Rep Support	Queue	Reactive	Dedicated Proactive



Customer
Lifetime Value



PARETO PRINCIPLE



Customer centricity
reveals how to
increase profits from
your best customers,
find more like them,
and avoid over-
investing in the rest

Jim Sterne, Founder, Chairman,
Web Analytics Association



Customer lifetime value

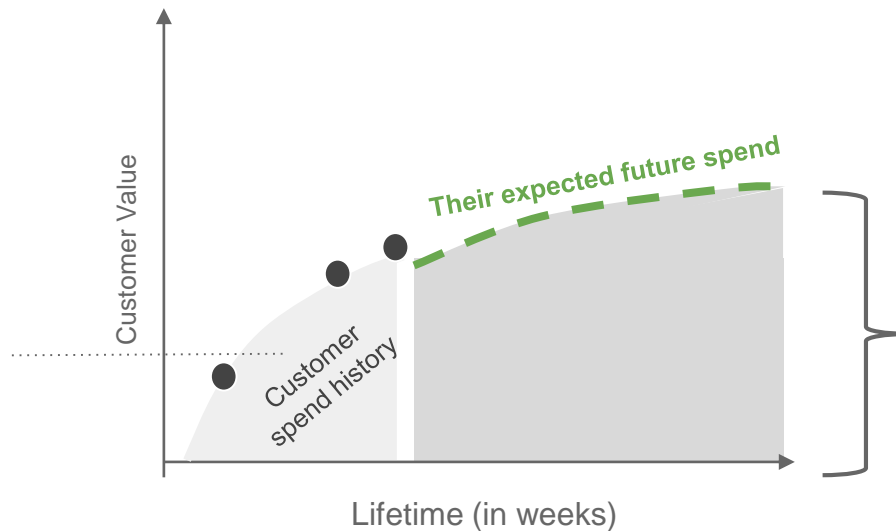
“the present value of the future cash inflows and outflows accruing to the firm over the lifetime of the customer relationship.”



Customer
Lifetime Value

Lifetime Value Measures Customer's Potential Profitability

Analyzing customer value solely based on historical spend does not accurately reflect a customer's **lifetime** profitability



Customer's spend
history



Forecast customer
behavior



Customer Lifetime
Value



**Customer-Centric Training, Tools &
Operational Structure:
Keys To Driving Revenue Growth**

**Presented By:
Renee Warner**

“Commit to putting the customer at the heart of your strategy...”





Keep Your Customers at The Center of Decision Making

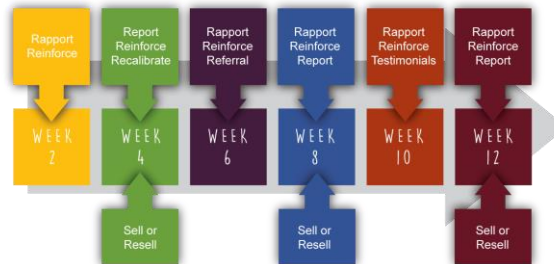


Customer Journey



A focused sales process giving business owners what they're asking for

Access to data to help them understand the campaign



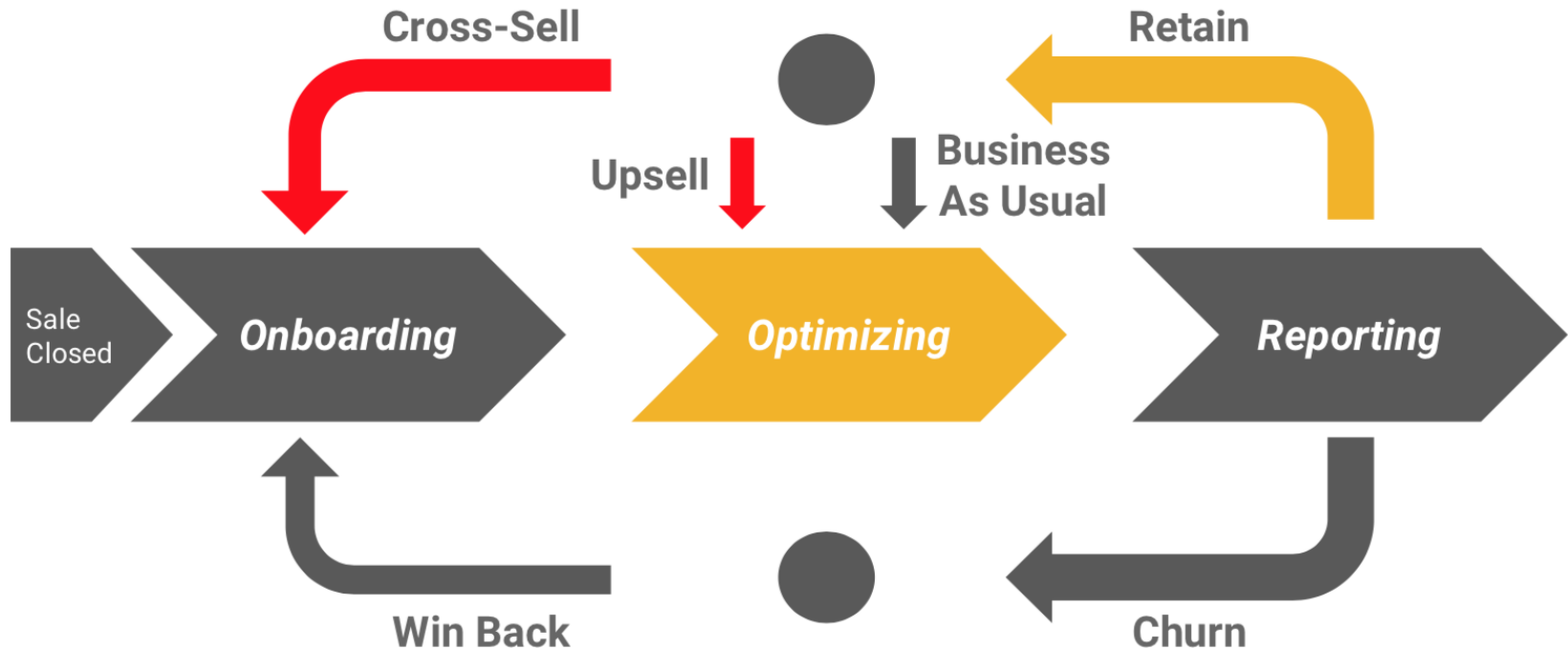
Intentional post-sale touch points

Reporting as story telling





Evaluate Your Customer's Journey





“Rethink how you organize your teams around the customer...”

Does your structure allow you to:

- Commit the necessary time to follow a strategic sales process?
- Review market and industry data so advertisers can understand what a recommendation is based on?
- Be intentional about post-sale touch points to maximize retention and upsell opportunities?
- Analyze campaign reports to understand the story they tell?
- Provide your sellers the support they need to accomplish all of the above?



Remaining Gaps



Segmentation

- Understand your customer base
- Increase efficiency in prospecting



Customer Lifetime Value

- Help Account Executives see the bigger impact of client retention practices
- Lead the company to decision making that maximizes the lifetime value