

CUSTOMER SUCCESS STUDY



Purpose

Provide enough information for you to decide if a customer success program is right for your organisation.

Approach

We implement Generation 3 Customer Success using a six-step process. The customer success study uses the initial steps of the six-step process, then provides an insight into the rest of the program. If you go ahead with a program after the study, the initial steps will already be completed.

Output

We'll write a report on how a customer success program would operate for your organisation, including a high level financial analysis. The report will stand alone - there'll be content and ideas you can use even if you don't proceed with a customer success program.

A typical report would have the following content

- Executive Summary
- Introduction to Customer Success
- Elements of a Customer Success Program
- The Business Outcome (Success Outcome) You Serve
- The Ideal Customer Life-Cycle
- Resourcing for Phase 1
- High-Level Implementation Timetable
- Financial Analysis

Elements of the Study

General Education Session

We'll run an education session for around two hours. It will include an overview of customer success programs, what a successful program looks like and how the study will be conducted. It's recommended everyone who will participate in the study attend this session.

Defining Your Success Outcome

The difference between product outcomes (*the direct benefit of your products and services*) and success outcomes (*the outcome the customer really wants to achieve*) will have been covered in the general education session. In this session, you'll identify potential success outcomes the business serves and ideally reach a consensus on one.

Ideal Customer Engagement

We'll work with you to define how you would engage with your customers under a customer success program. We'll help you develop a draft life-cycle. The life-cycle covers your entire engagement process including developing opportunities (marketing), sales, services, ongoing measurement and support. We'll then help you decide approximately how many customers will be included in phase 1 of the rollout. Based on this, you can make an assessment of what resources will be required to make this work.

Financial Analysis

We'll work with you to develop a high-level financial analysis of implementing a customer success program. This will include potential increases in revenue and likely costs.

High-Level Implementation Timetable

We'll work with you to develop a high-level implementation timetable.

Introduction to Growth Planning

Generation 3 uses the lens of the success outcome you serve to generate ideas for new products and services. We'll give you an overview of the process which includes baseline growth, extension growth, new-market growth and disruptive growth.

Price

The price for this study varies according to the size and complexity of your organisation. The typical price range is in the \$12,000-\$20,000 range.

BACKGROUND ON OUTCOME LEADERS

Founder

Paul Henderson

The Success Outcome We Serve

Loyal Revenue Growth

Purpose

Help IT vendors increase revenue and increase customer stickiness. The aim is to increase recurring revenue streams with customers having an emotional commitment to continuing with the vendor (*as opposed to being locked in to using the vendor*).

Authority

Over 5 years' experience designing, implementing then running customer success programs across Asia Pacific. AP head of enterprise software company, 200 people, 800 customers, nine countries. Competed with SAP, Oracle, Infor etc.

Written two books. First on Execution Capability, second on Customer Success programs

Problems Solved for IT Vendors

- ✓ Protect and grow revenue, particularly recurring revenue.
- ✓ Look different and better than competitors.
- ✓ Create new sources of revenue

Solution

Gen 3 Customer Success Program

Core Idea - there's a difference between product outcomes (*the direct benefit of using a product*) and success outcomes (*the bigger outcome the customer really wants to achieve*). Gen 3 vendors help the customer achieve the success outcome, not just the product outcome.

The Why

Six or seven years ago, Paul was unhappy with the lack of real customer success in the ERP industry. Gartner's research suggested only 32% of ERP projects are considered successful. Paul decided to do something about the lack of success, and initiated a customer success program. Over the following five years, he led the design, implementation and running of an outcome-based program across all countries of the Asia-Pacific region.

He later realised the customer success program would assist any IT vendor. He wanted to help the industry address the lack of customer success. So he left his software company to write his second book and develop the Generation 3 Customer Success Program.

Next Steps

Rather than commit to a program upfront, vendors can benefit from a detailed study giving them a complete insight into how a customer success program would work. They can then make the decision as to whether to proceed or not.

Contact

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