

## 30-MINUTE LIVE ANALYST SUMMARY

# Building A Customer Experience Driven Culture For Revenue Success

Tuesday, March 10<sup>th</sup> @ 3:00pm ET





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# A Rapidly Changing Market is Driving the Customer Experience (CX) Mandate

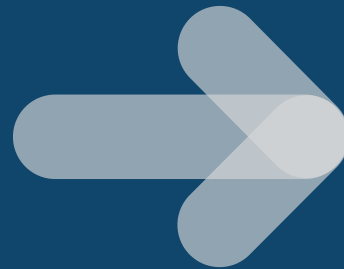
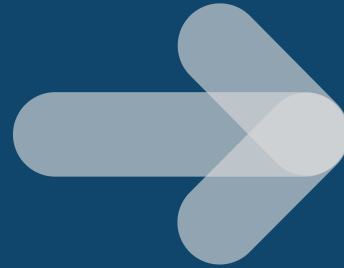
## CURRENT MARKET STATE

### Increasing Customer Control

- Shifting customer preferences
- Unfiltered access to information
- Greater expectations on experiences
- Lower switching costs

### Accelerating Competitive Innovation

- SaaS/XaaS reducing entry barriers
- New technology-powered channels
- Capital flowing to competitive disruption



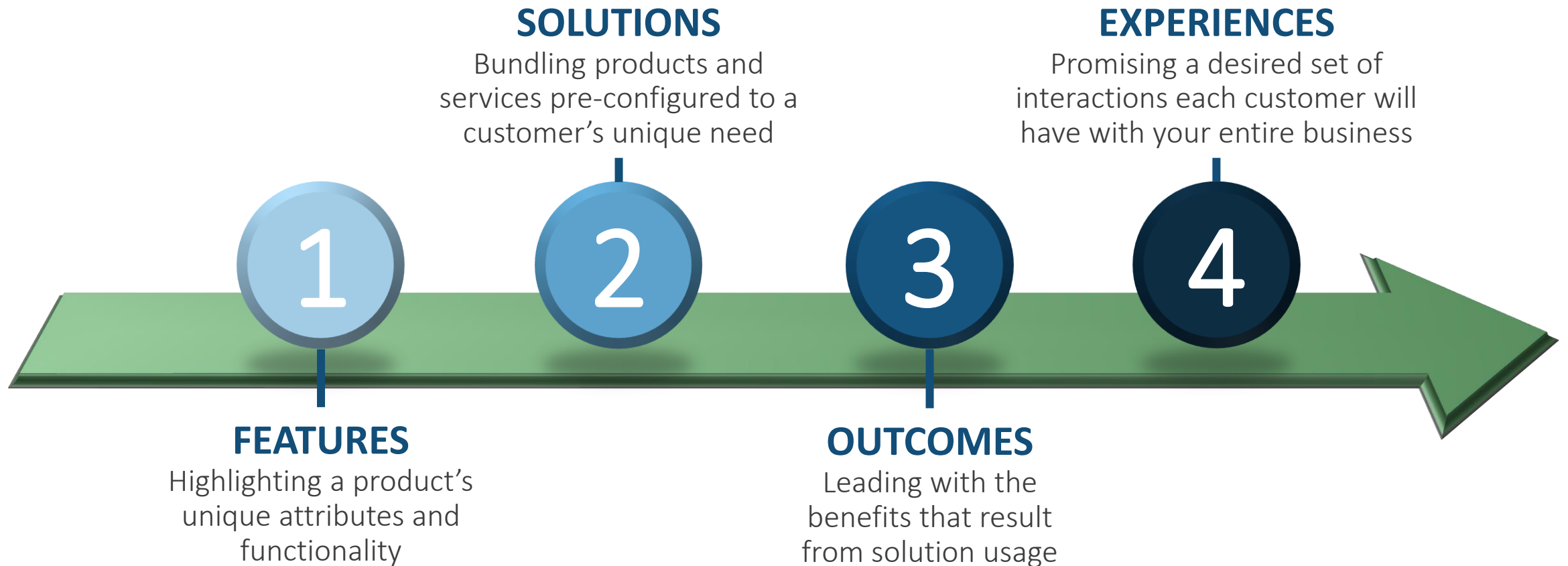
## FUTURE-PROOFING SUCCESS

Customer Centricity

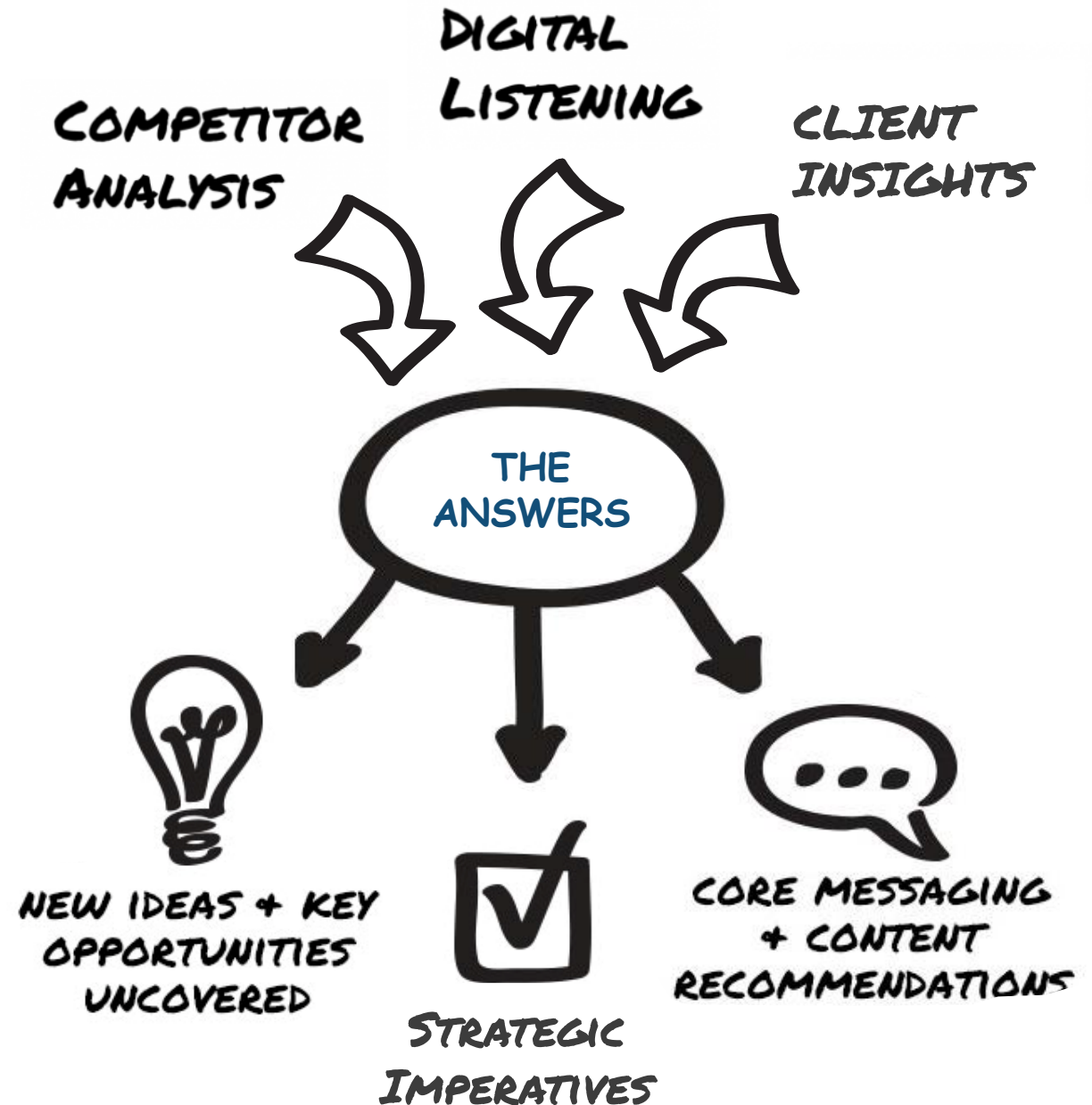
Commercial Agility

# The Differentiation Continuum: From *Features* to *Experiences*

The evolution of Technology industry messaging follows a path to greater customer centricity



How do the best companies  
Go-to-Market  
amidst such  
significant change?



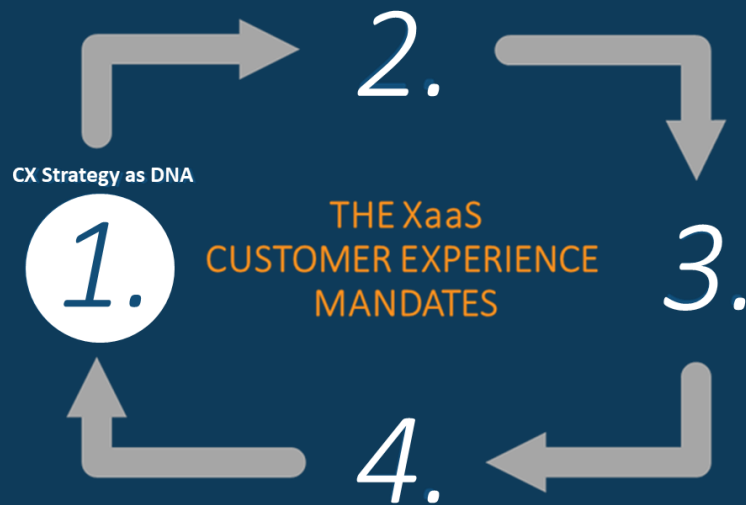
# The Four Customer Experience Mandates for Revenue Success

Customer Experience has now become a central differentiator for the most successful companies. More than just post-purchase satisfaction, CX is a transformative catalyst for future proofing your success.



# CX Strategy as DNA:

*Preparing Your Organization  
for the Customer Experience  
Transformation*



## BEST PRACTICES

### INVEST EARLY IN CUSTOMER SUCCESS COVERAGE

- Build your CX infrastructure before new product/service launch
- Ensure multi-function alignment
- Waiting until sales begins to scale can result in perpetually playing from behind



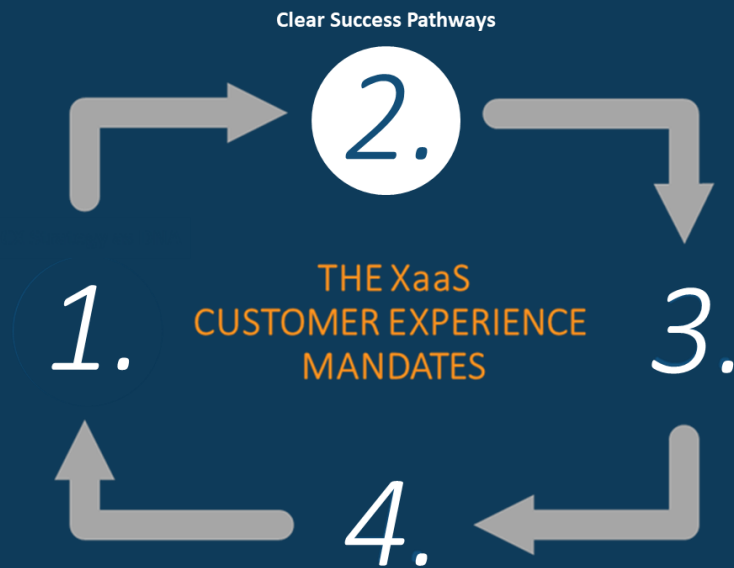
### OPEN PLATFORM INTEGRATIONS AND PARTNERSHIPS

- Drive an 'open source' commercial culture
- Build data integrations and technology stack GTM partnerships
- Deliver a seamless experience



# Clear Success Pathways:

*Scalable Practices to Predictably Deliver Positive Customer Experiences*



## BEST PRACTICES

### DEVELOP BEHAVIORAL CHANGE PROGRAMS

- Focus on behavioral change post-sale to ensure adoption by all stakeholders
- Prepare and enable your team to truly engage clients in long-term business transformation



### DRIVE SEAMLESS ONBOARDING

- Create a frictionless onboarding process *before* winning the customer
- Automate where possible, but...
- Don't over automate...initial 'zero moments of truth' for *new* customers can dictate most of the perceived value over a customer's lifecycle



# Execution Excellence:

*Implementations that Deliver Valuable Experiences Resulting in Product Stickiness*



## BEST PRACTICES

### LEAD THE CUSTOMER

- Actively engage customers with IP leadership in your product vertical
- Provide forward-looking perspectives on trends and new opportunities to shape a customer's perception of your business



### BUILD A CUSTOMER CHURN DIALOGUE

- Establish and maintain an open dialogue with post-churn customers to understand core reasons for departure
- Capitalize on competitors who stumble or lag behind CX transformation to take share



# Go-to-Market Packaging:

*Amplifying CX Investments and Voice-of-Customer Successes to Proactively Drive New Sales*



## BEST PRACTICES

### BRING CX SUCCESS FORWARD TO WIN NEW LOGOS

- Amplify the ROI of CX investments by bringing wins forward as differentiators
- Experience has become as important, if not more, than product and price in the customer value equation

 sage Intacct

### ENABLE SELLERS WITH COMPETITIVE CX INTEL

- Enable your channels with CX differentiation content as you do with product information
- Front-line sellers must drive the experience value proposition home

 DELL EMC

# 4 Practical Starting Points

*for Building a CX Driven Culture for Revenue Success*

1.

## CX Readiness Audit



- Gain strategic alignment on top priorities and initiatives

2.

## CX Role Design



- Assign ownership of and accountability for cross-functional CX success

3.

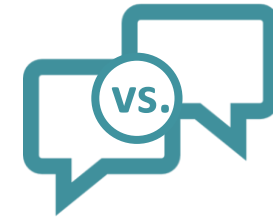
## CX Performance Scorecard



- Set and track the right mix of KPIs to manage customer experiences

4.

## Competitive CX Messaging Audit



- Inform and develop the most competitively differentiated CX messaging

# Thank you!

Questions? Schedule time with our team:



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## The full report will be delivered to your inbox

- Real-world CX case studies on top Tech firms
- 8 best practices for Sales and Marketing leaders
- 4 CX mandates for revenue success

