



Financial Linkage: Turning Insight into Action Throughout Your Organization



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Getting the most from your CX programs

Medallia & Waypoint B2B Webinar Series

Part One: Engage Your Sales Force in Improving the Customer Experience **(Available at [Medallia.com](https://www.medallia.com))**

Part Two: Accelerate Customer Success with Effective Governance **(Available at [Medallia.com](https://www.medallia.com))**

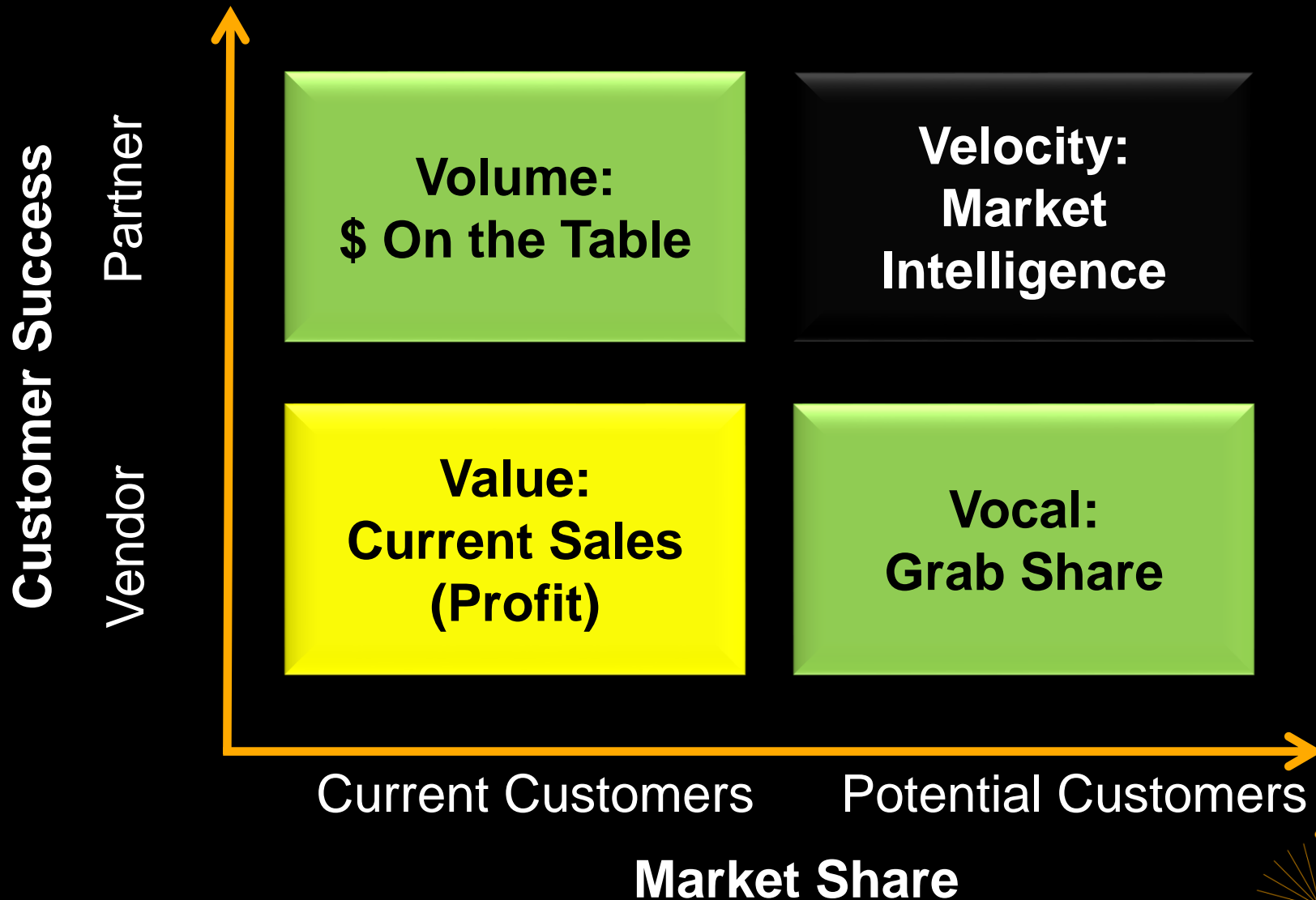
Today: Financial Linkage: Turning Insight into Action Throughout Your Organization

Objective: Learn Techniques to Measure “ROI” and Accelerate Action

Agenda:

- Financial linkage process
- Account-level (“1-to-1”) actions
- “1-to-many” strategies

Harvest Customer Success and Gain the 4 Vs

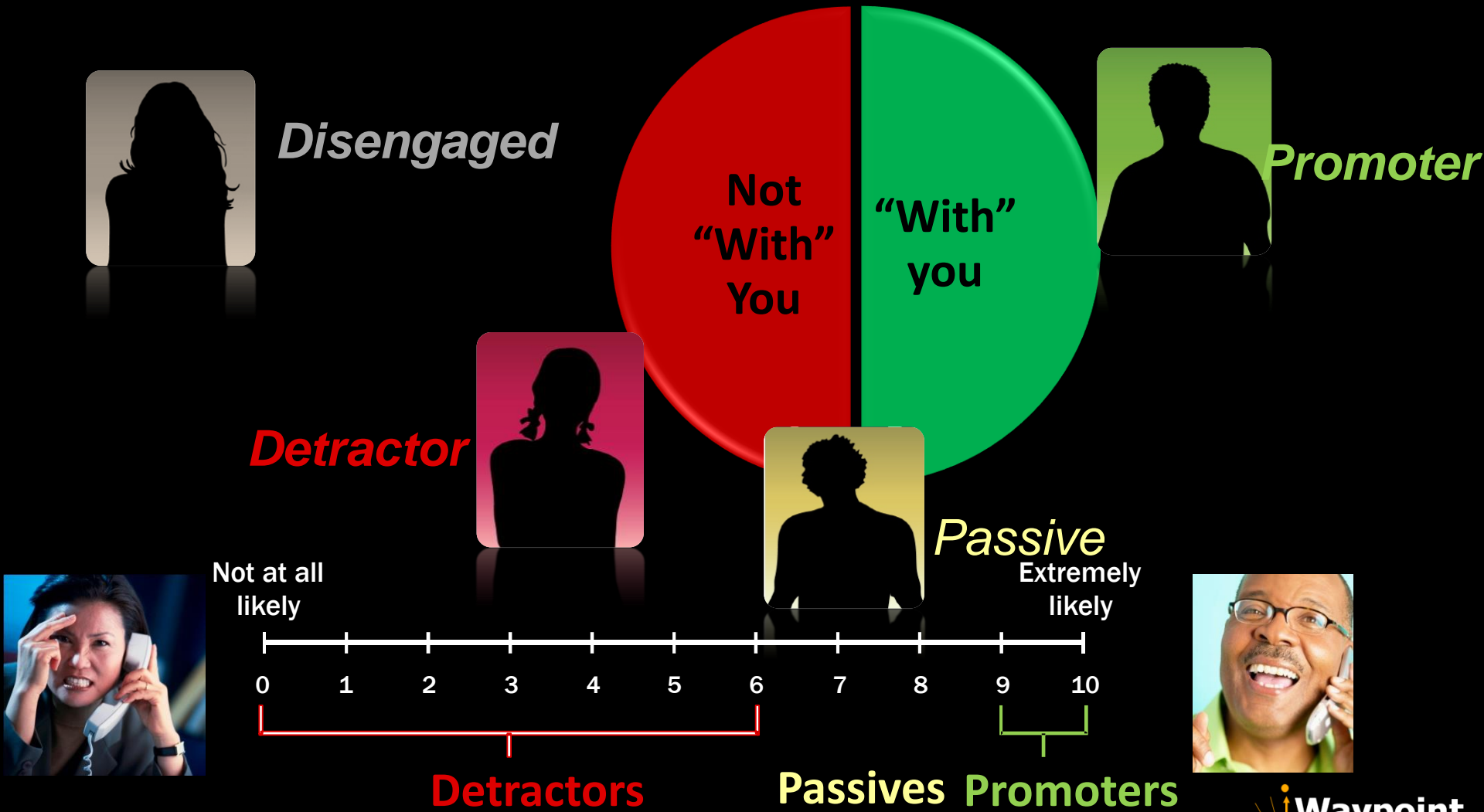


First, “Begin with the End In Mind”

- What is the difference in *value* between a customer that is “with us” and a customer “not with” us?
- Prioritization: Which actions are likely to provide the biggest-bang-for-the-buck?
- How “trustworthy” is our customer feedback data?

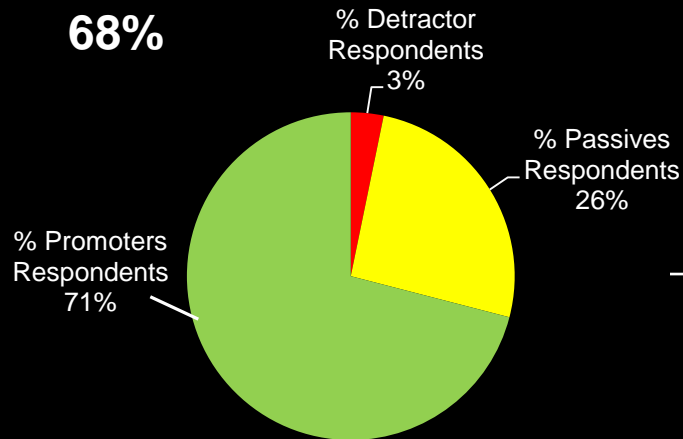
Identify Which Customers are “With” You

“How likely are you to recommend. . . to a [friend or] colleague?”

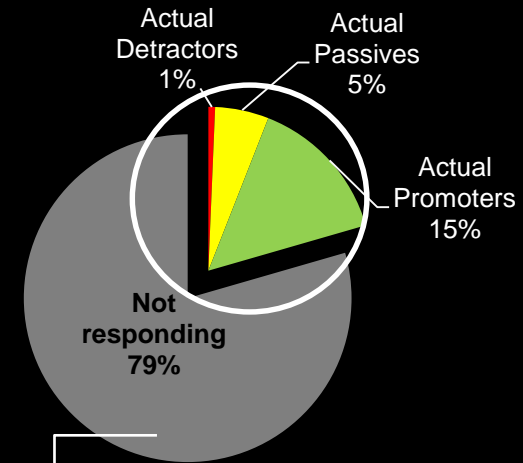


Use Response to Understand Engagement

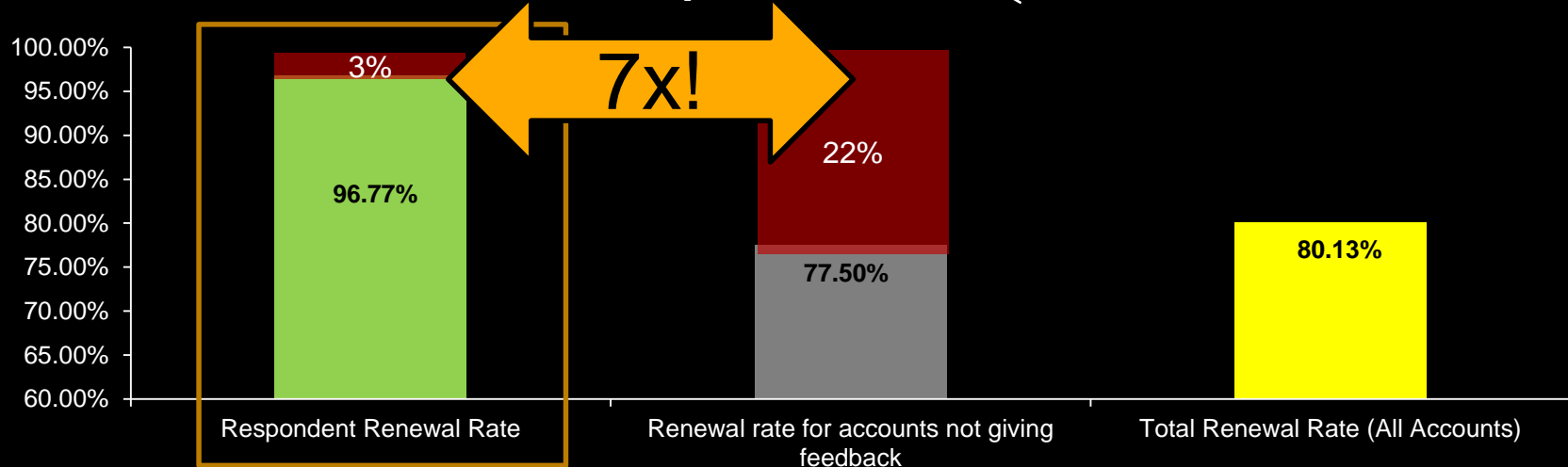
1. Perceived NPS 68%



2. Real NPS 14%



3. Repurchase Rates



Define “Peer Group” Segments that Align with Go-to-Market Execution

- Know your audience



- “Customer Experience” is defined by the go-to-market strategy
 - B2B: What is your definition of “Promoter”
 - Define “peer groups” of accounts

Start With A Compelling Story: Origination, an Escalation of Conflict, and A Resolution

- Why did our “lead character” leverage the program?
- What was the conflict?
- What’s “news” here?
- Can the “lead character” tell the story?

Feedback Process Drives 5x Growth in an Account by Educating the Customer on Best Practices & Activating Promoters

Situation	Results & Action Taken
<ul style="list-style-type: none">• Response rates were 40%; The message was: “60% of your customers don’t care enough to give feedback. Improve that.”• Surveys identified a focus on cost.• Recognized and appreciated that a focus on response rates means that the engagement scores are likely to go down.	<ul style="list-style-type: none">• Took the account from ~\$600k to \$2M + \$1M from another division, with plan to grow to \$6M next year.• Tied improvement to annual business reviews and joint-planning that focused on “value exchange”• Moved the account from perceiving [Client] as vendor to now a partner.• Activated Promoters to gain introductions into other parts of the firm.• Raised response rates from 40% to 68%. Working on further improving engagement.• Customer Quote: “<i>I want to commend [Client] for the relationship despite our inability to honor our own commitments.</i>”

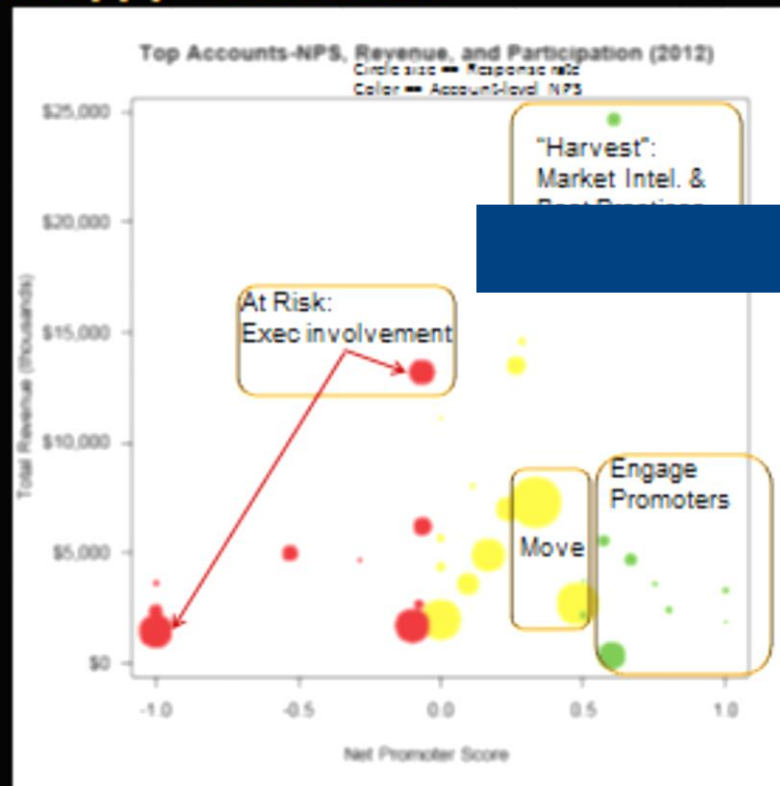
“If you do not improve the relationships, you never even get a chance to grow the business. This is about how to improve the relationships and not checking a box for a survey.”
- Account Manager

For more information on this account, contact us at 1.877.551.551

Target Action “1-to1” Plans for Strategic Accounts

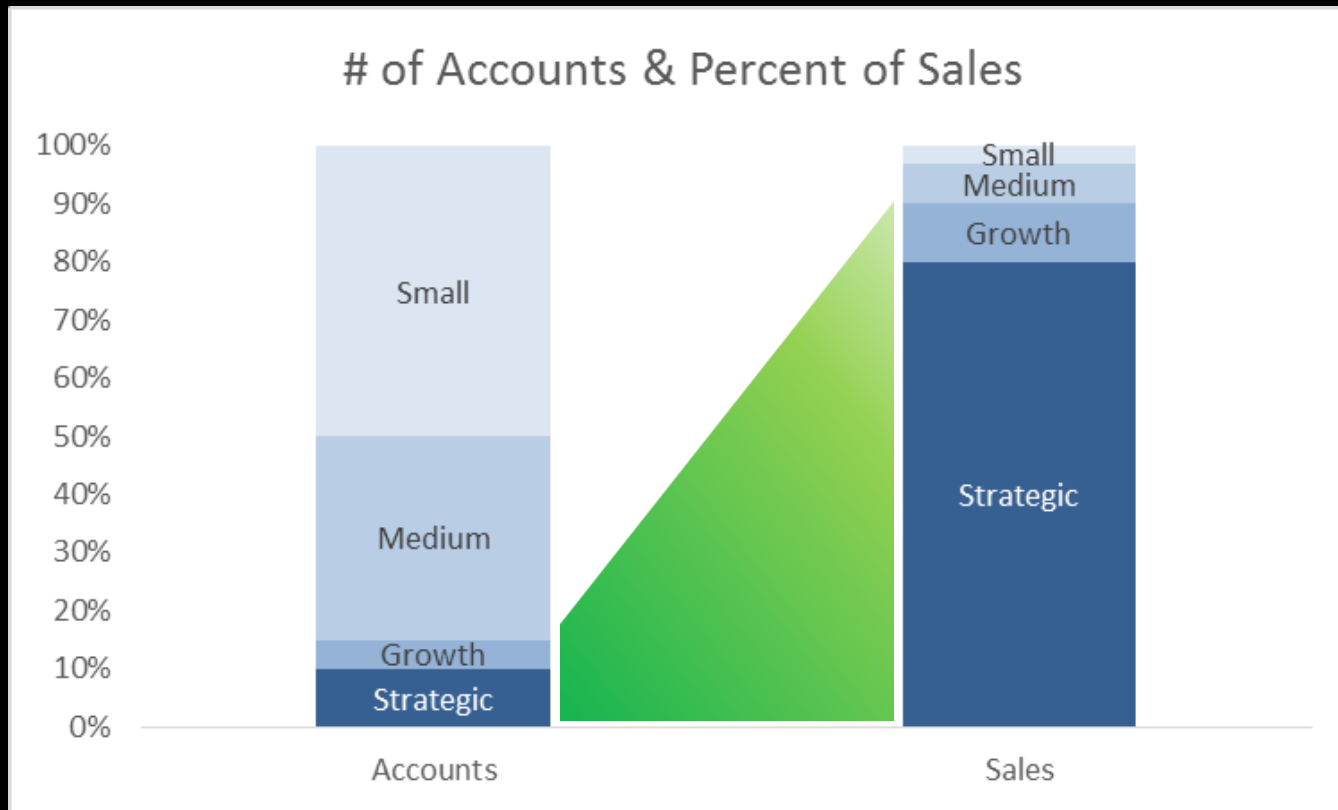
What is the difference in value between a “happy” customer and an “unhappy” customer?

- Investigation of 56 Global accounts highlights engagement opportunities (“treatment strategies”)
- Engage to discover ‘bright spots’ and root causes
- See embedded PDF for data table



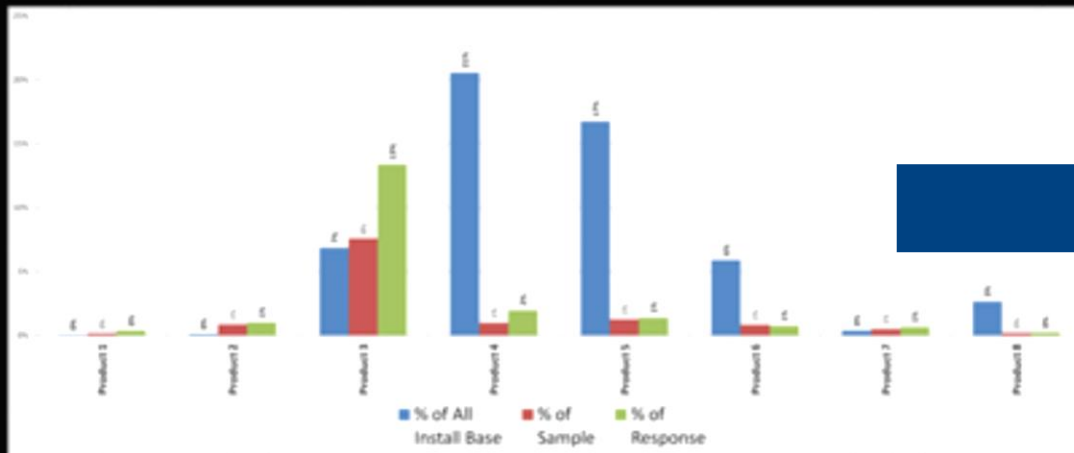
Each dot is an account, showing, sentiment, participation, and value for targeted action

The “80/20” Rule: Where Does the Money Come From?



Establish Trustworthiness ("Representativeness") for Each Audience

Is Feedback Representative and Trustworthy?



Compare
feedback
coverage
and
response
against
census for
each
segment



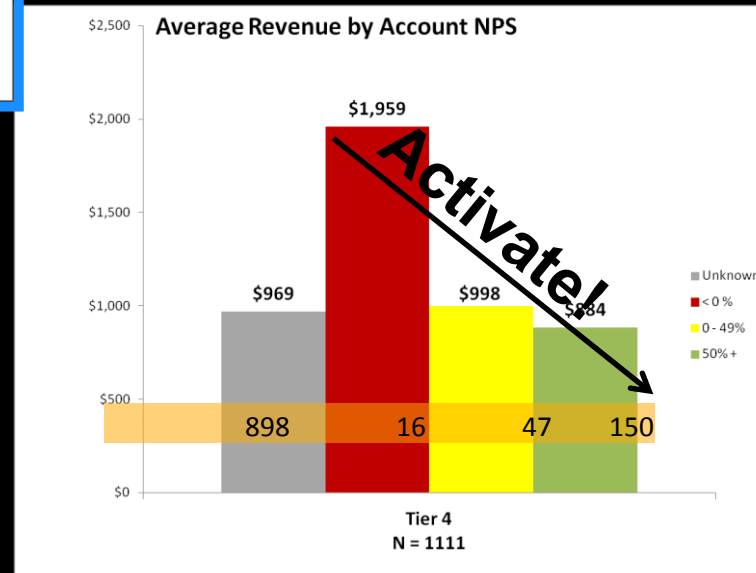
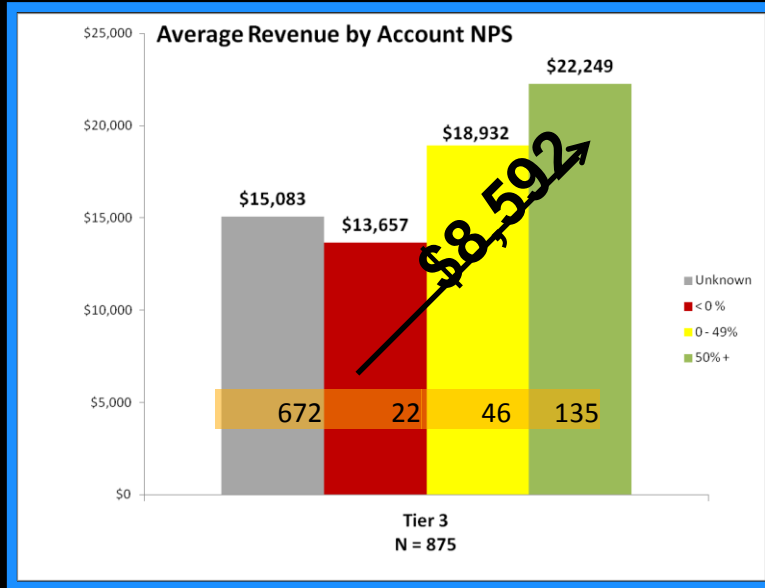
The height of each bar within each segment should be similar, or should represent a strategic business priority

For example, we see "product 4" as significantly under-sampled, yet with slightly stronger relationships than other segments



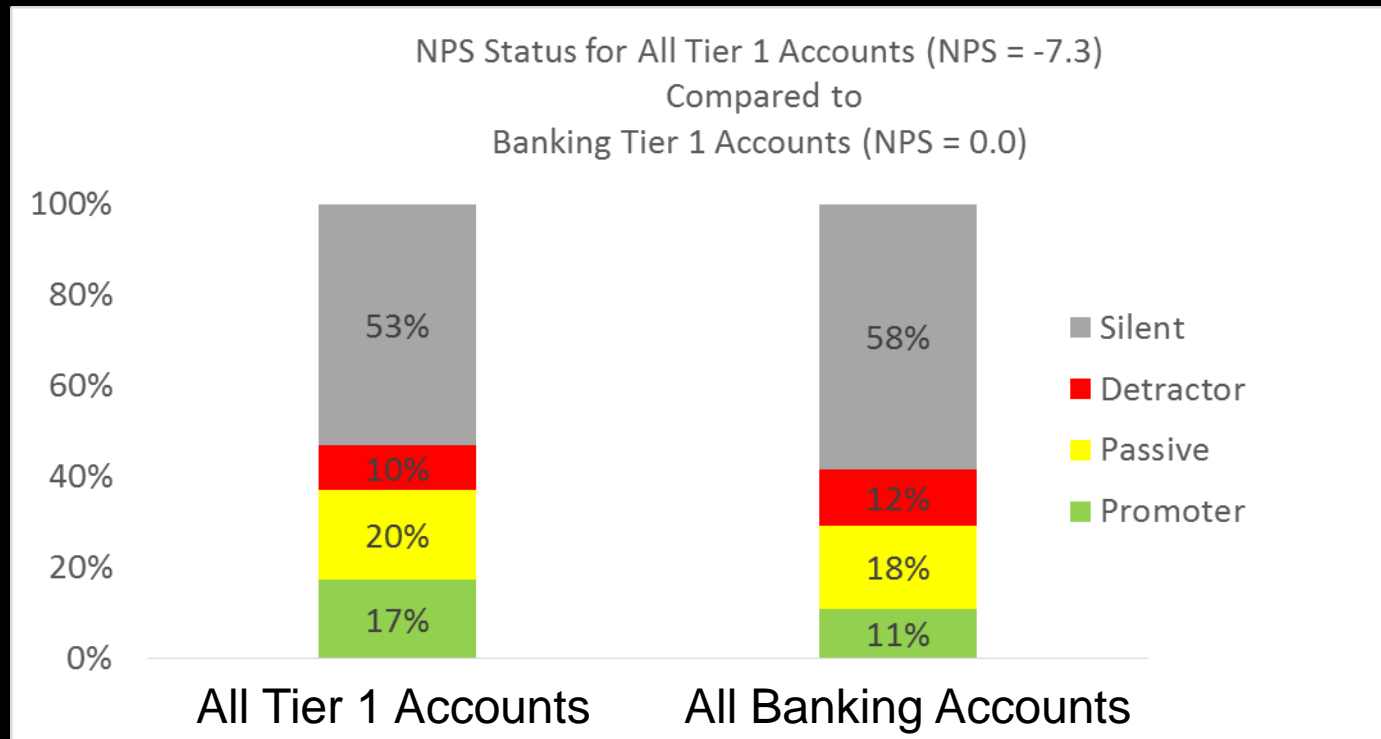
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Establish Value by Sentiment-based Portfolio

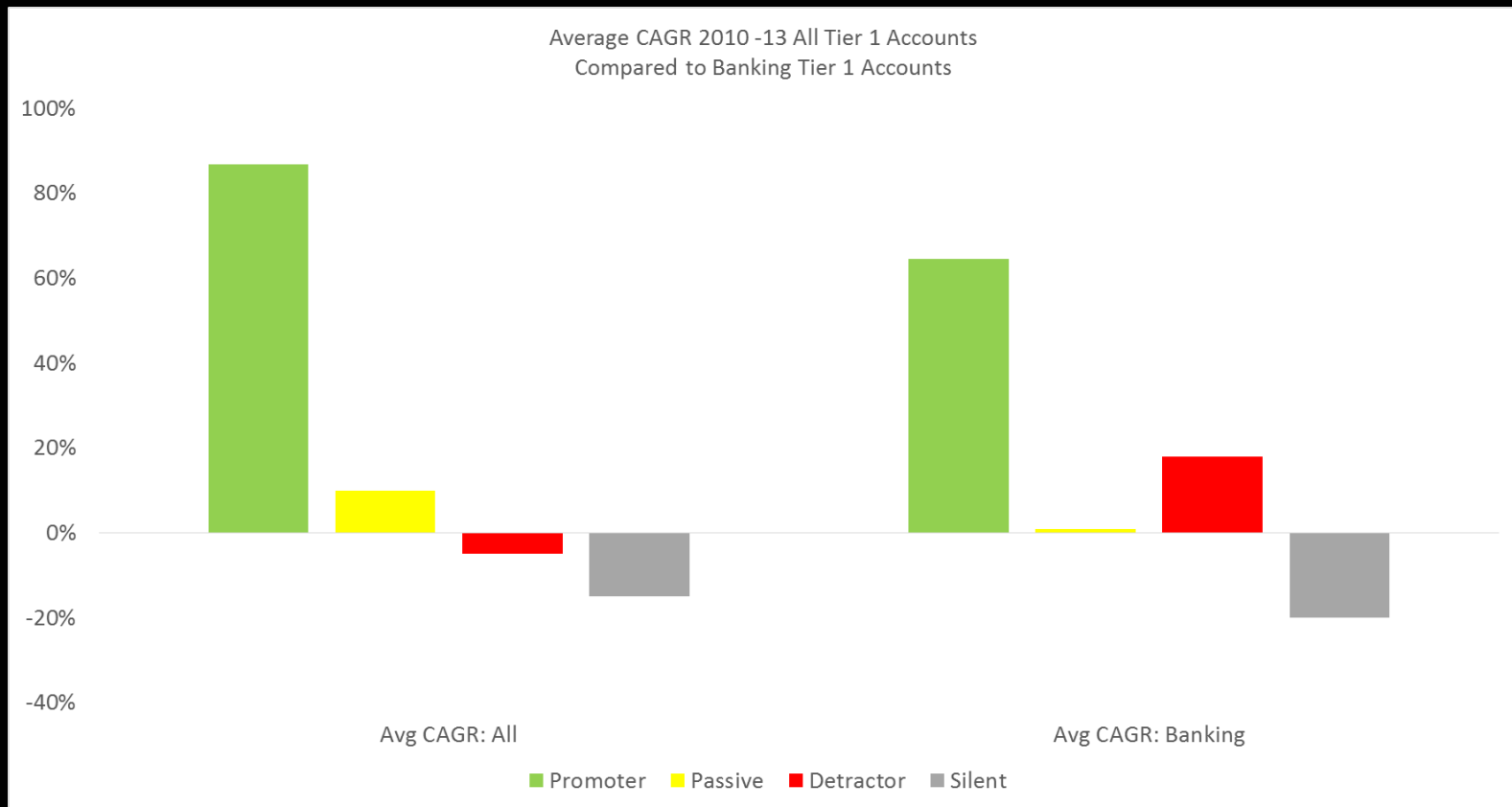


Always Have an **Internal** Benchmark

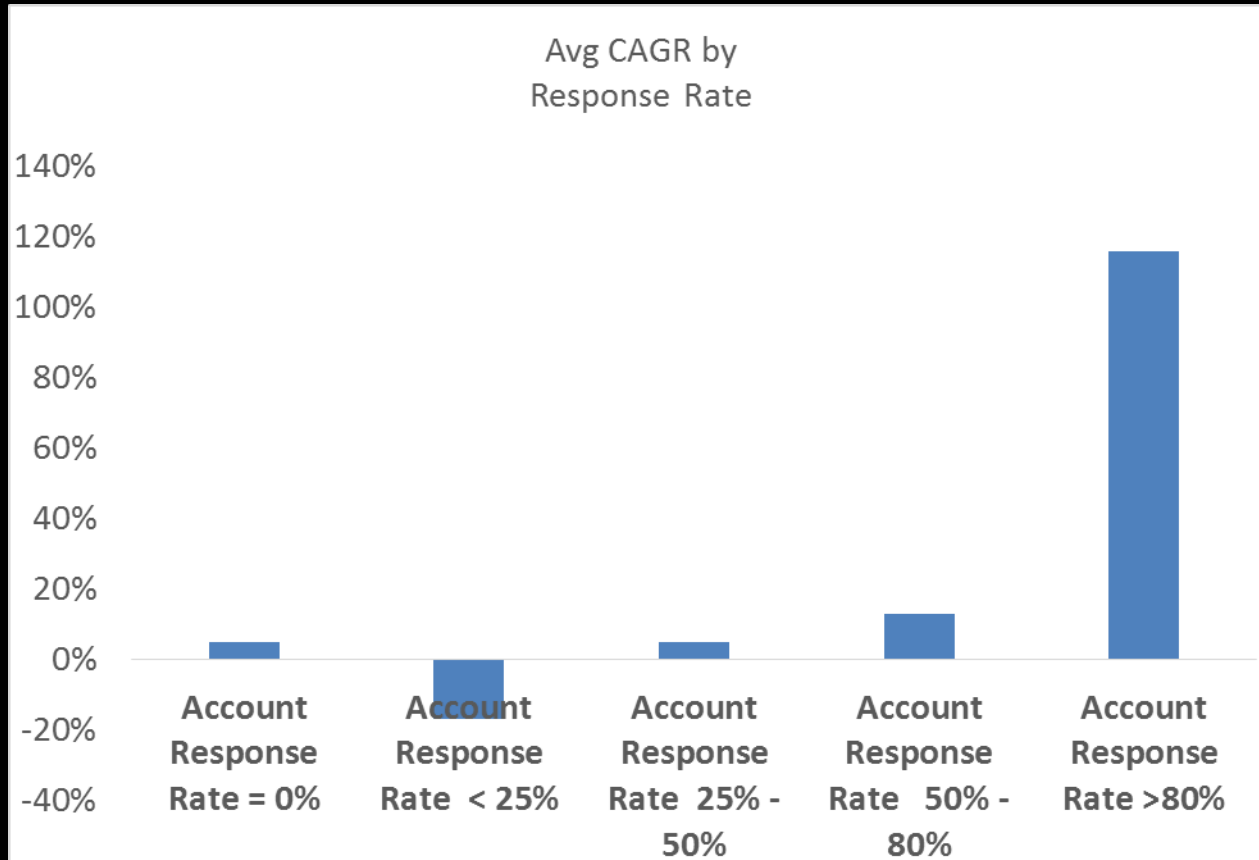
- Remember your segmentation



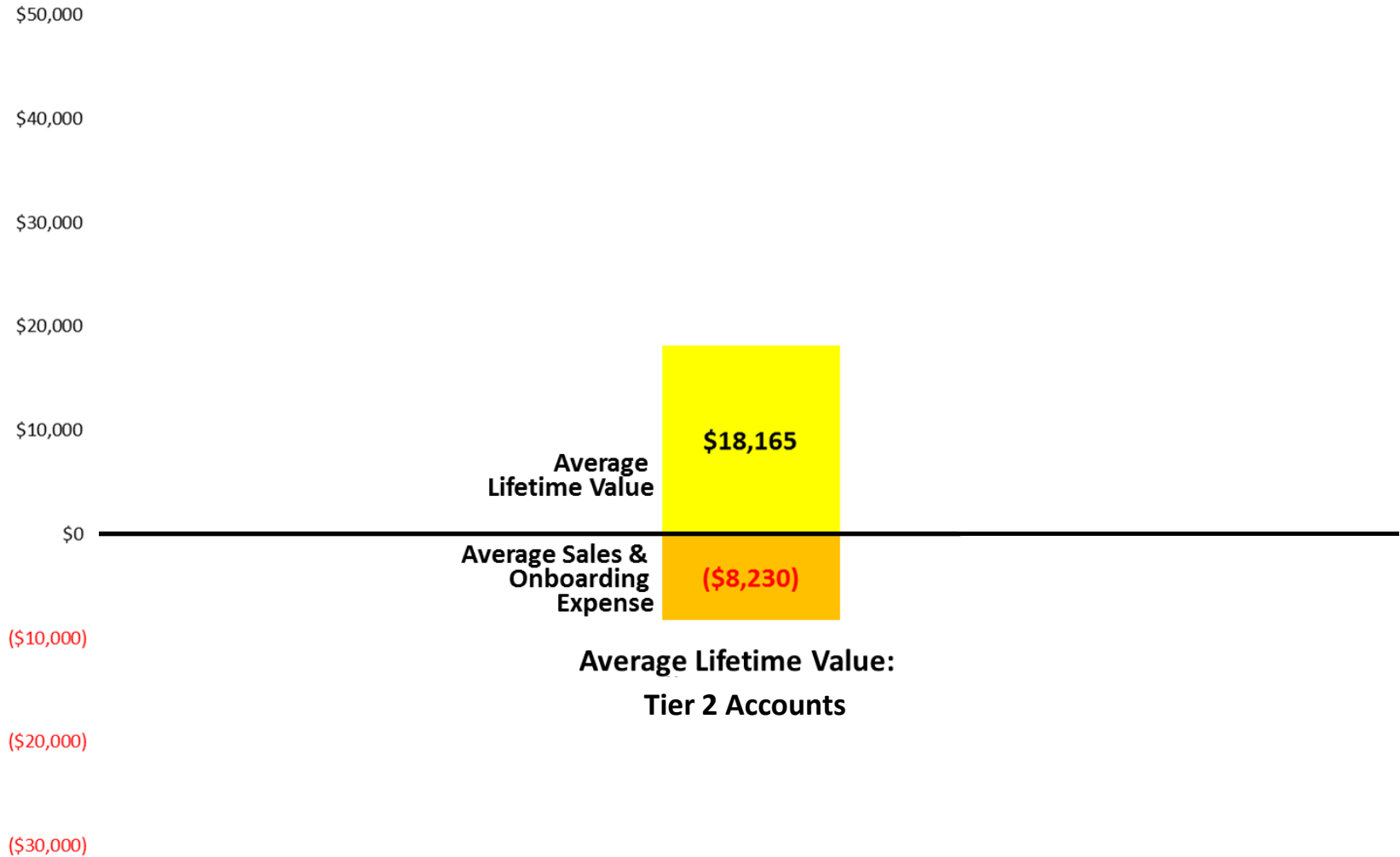
Investigate Trends by CAGR



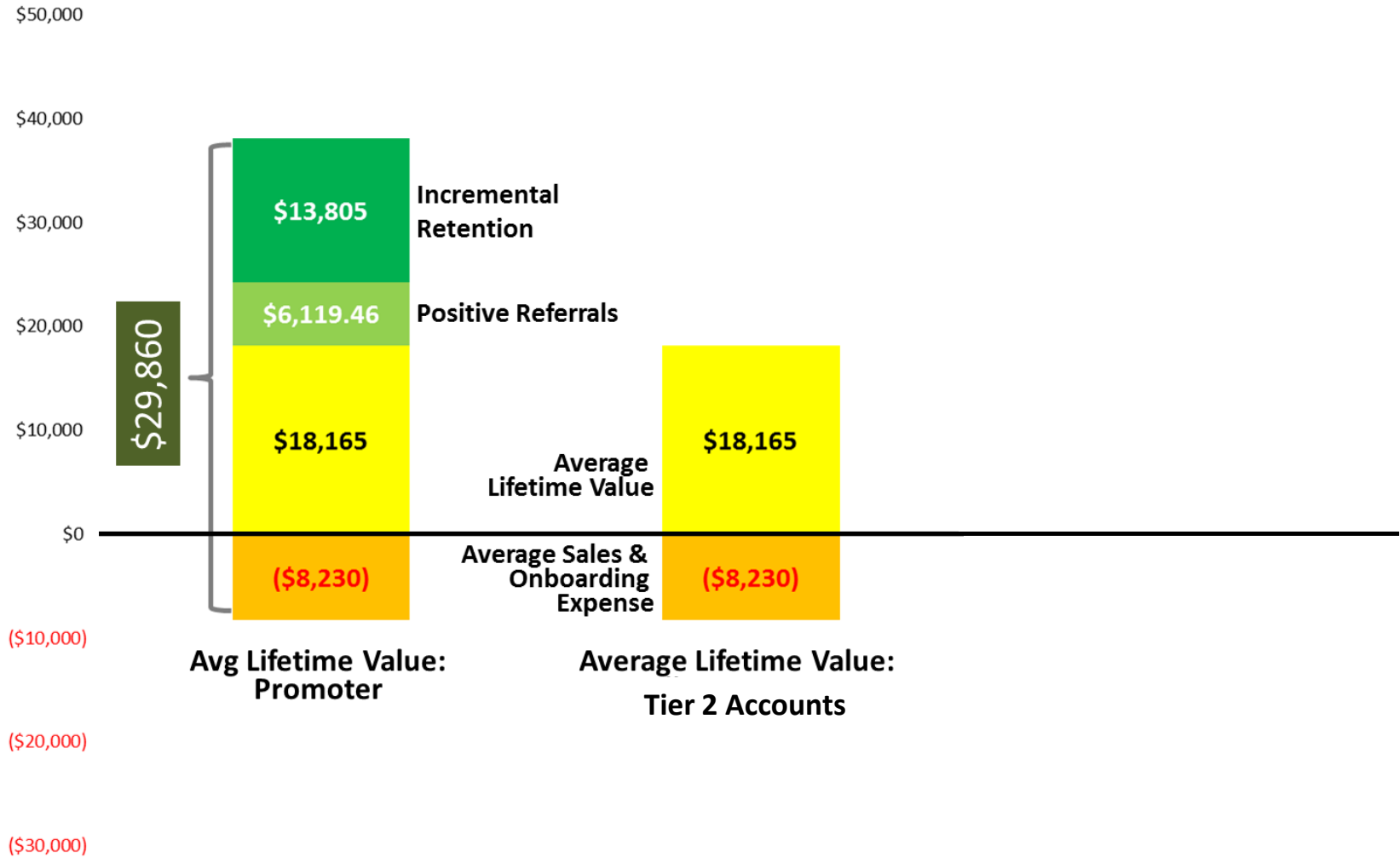
Remember that Response Rate May be An Effective Leading Indicator



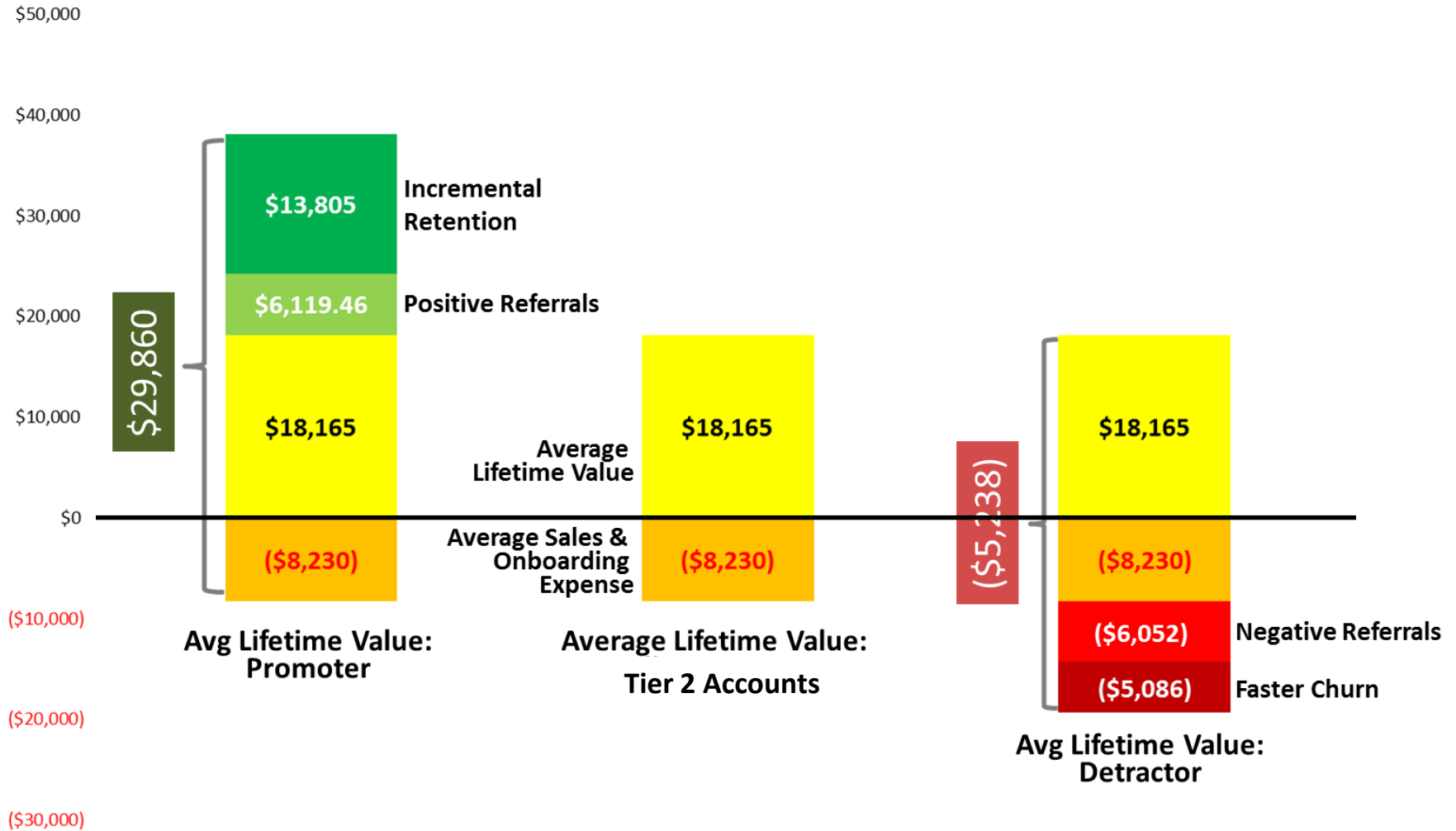
Find the Value Hidden in Averages



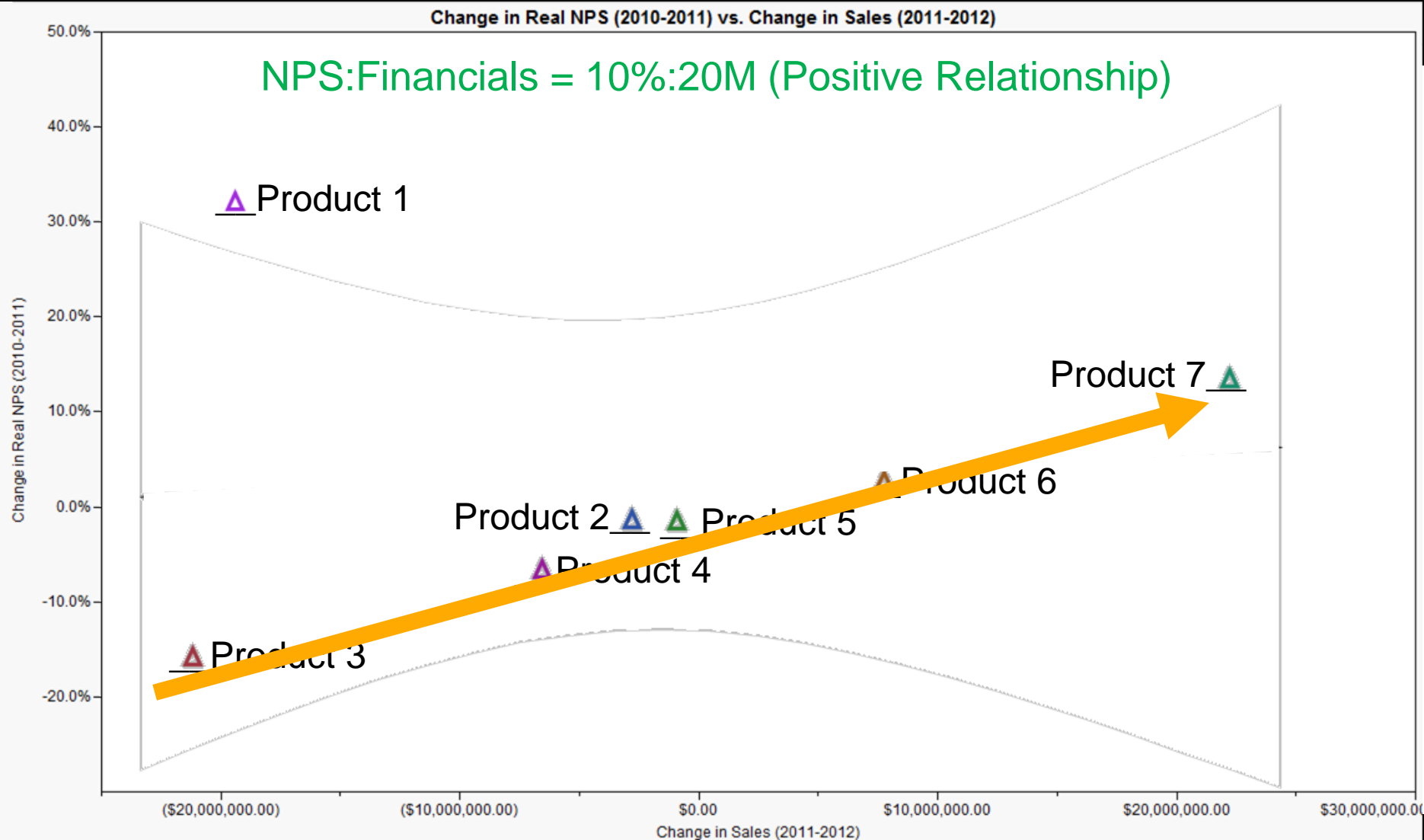
“Activated” Promoters Should Show Incremental Value



For This Technology Firm Promoters Are Worth 1.5x Average, While Each Detractor Account is a Net Loss

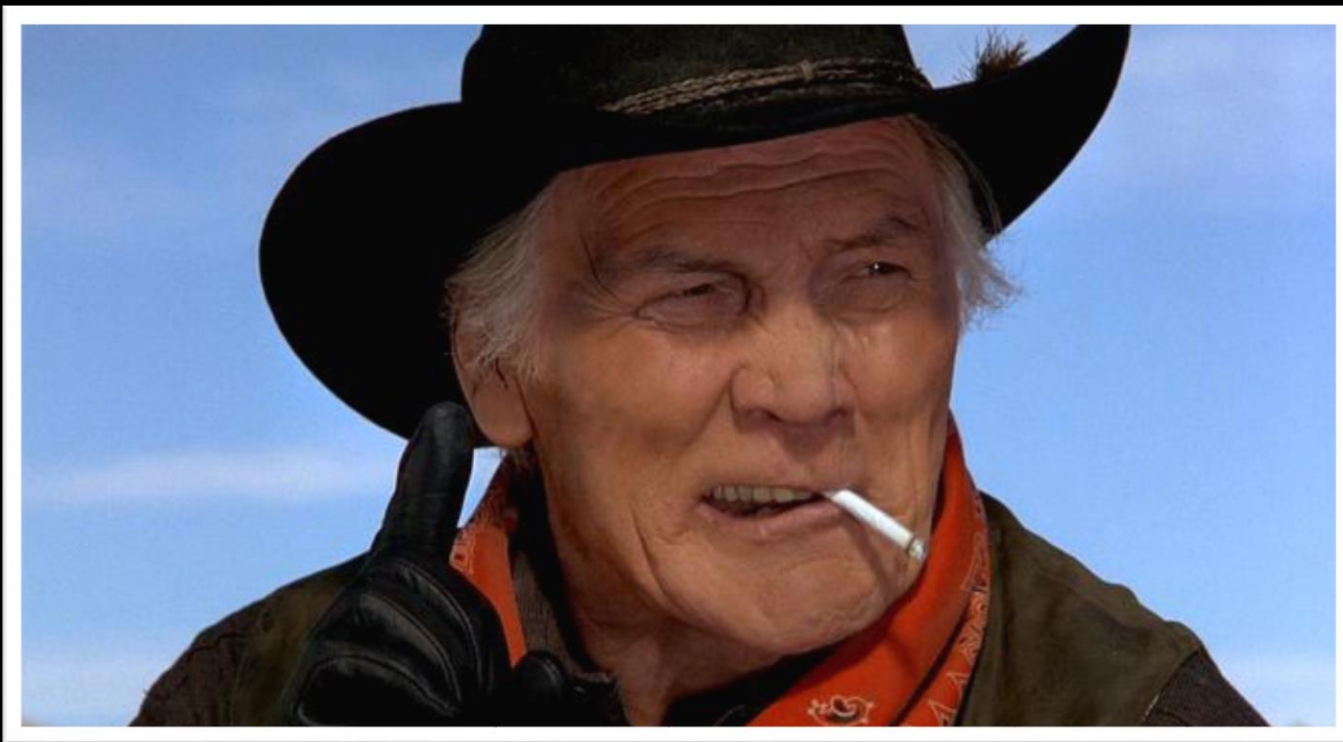


Get Product Teams In the Boat



Steps for “1:Many” Analysis

- Representativeness
- Value differential
- Portfolio action plan



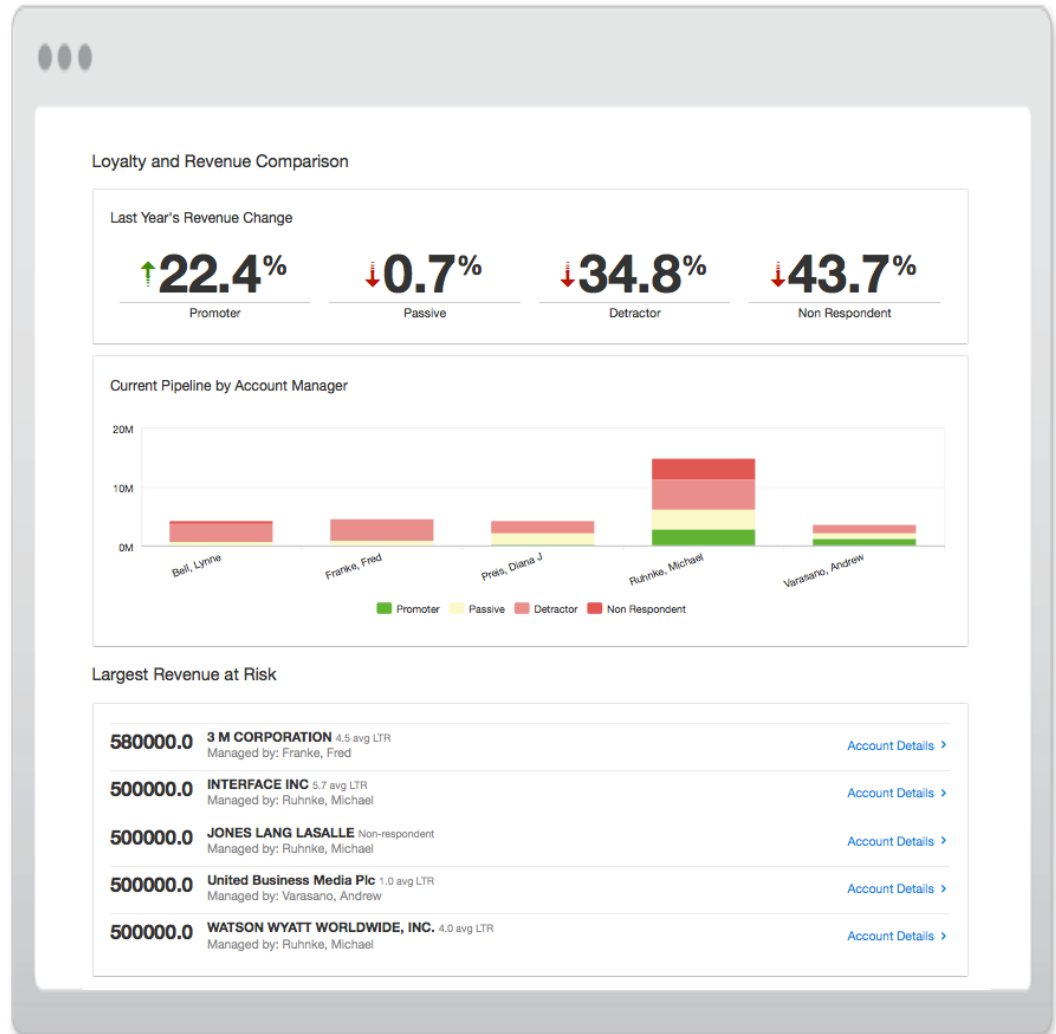
Next Steps

- What business questions are you trying to answer?
- Acquire your audience
 - Establish the “peer group” segmentation
 - Get meetings – are they interested?
Are they prepared to act?
- Refine business questions and define the analysis process
- Acquire Data and execute
- Agree on action plan based on findings



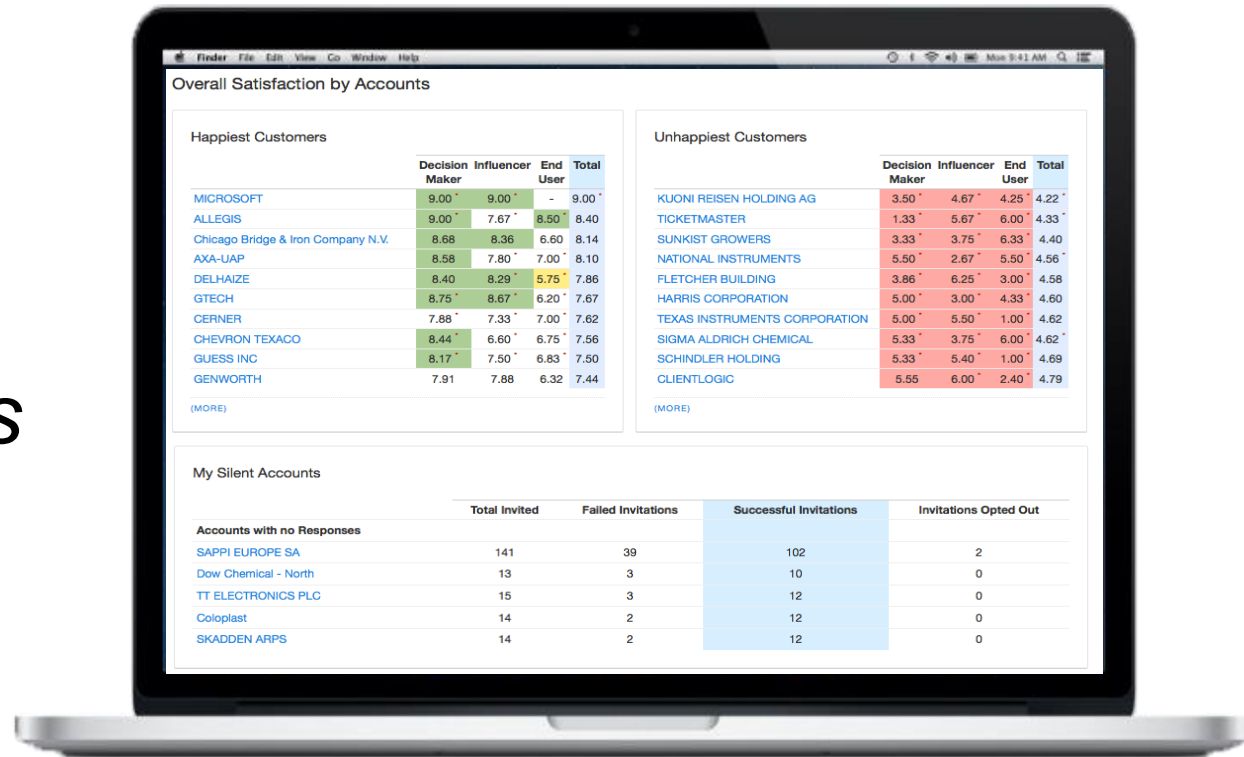
Tying feedback back to the business

*Understand
revenue impact
by loyalty
segments*



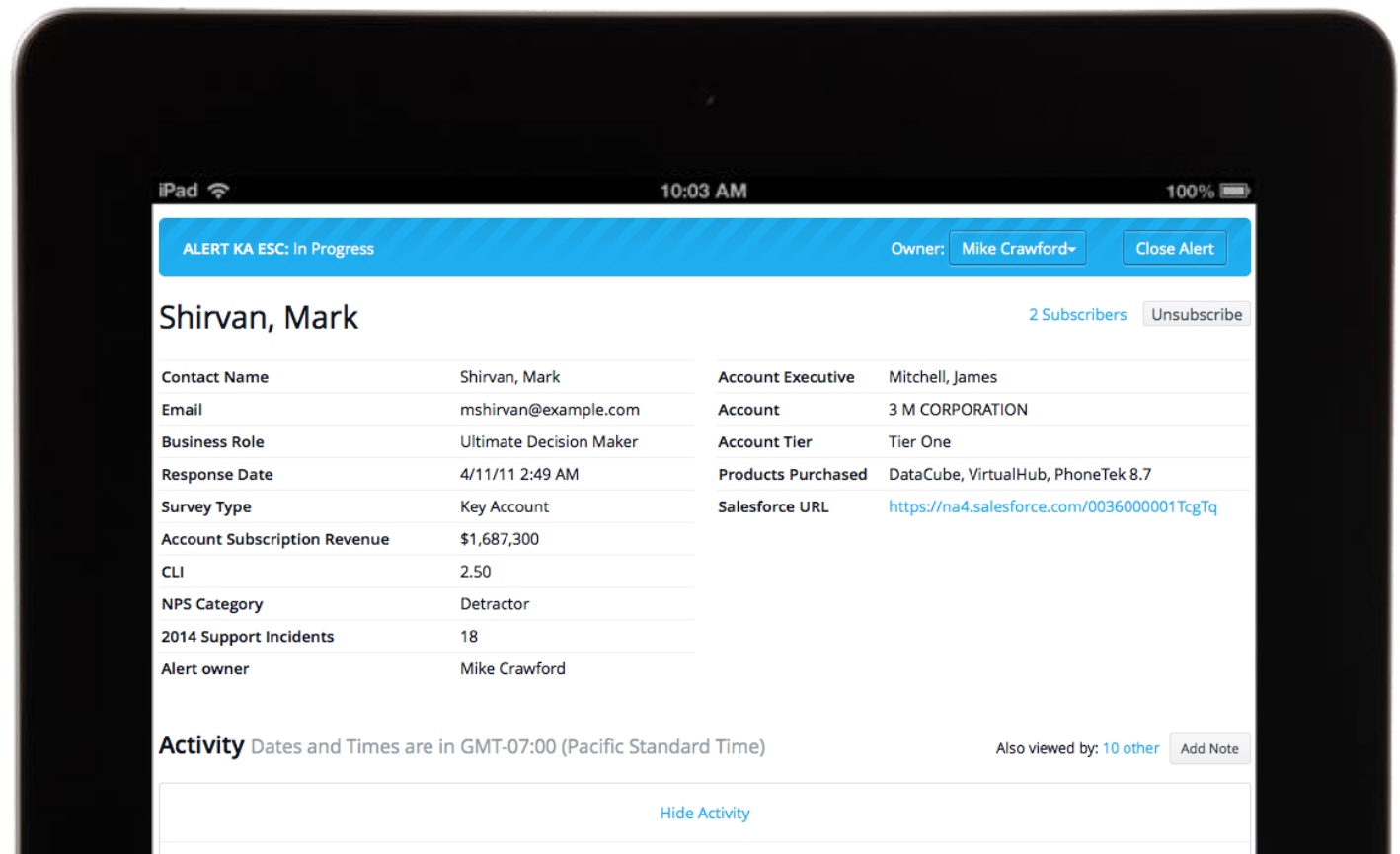
Focusing on the whole account story

Track who's happy, who's not, and who's gone silent



Integrating the whole experience

Tie experience feedback with all sorts of operational data





Questions



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Next Webinar... Questionnaire Design

Previous Webinar:

Engage Your Sales Force in Improving the Customer Experience
Effective Governance