

CASE STUDY

Customer Value Measurement Framework



AT A GLANCE

Challenges

- Customer value is expected to be measured in financial terms, yet Customer Experience (CX) involves many different types of non-monetary metrics
- CX programs vary widely, even within industries, due to custom use cases, implementations and varying outcome expectations
- Customer value needs to represent each customer's cumulative experiences over time
- Lack of industry standards creates haphazard, mistrusted approaches

Benefits

- Leverages existing, already acceptable metrics
- Allows for quick wins to iterate and build over time
- Creates alignment around planned pathways of compounding metrics as use cases grow

OBJECTIVES

A mid-size customer engagement SaaS company had revolutionized tracking and analyzing Customer Experience (CX) across all relevant engagement channels over time. The analysis and outcomes ventured into entirely new territory where standardized value metrics didn't exist.

The company had a set of standardized sales plays, but implementations lacked consistency due to the unique nature in which each of their customer's businesses operated. There was also no centralized process enabling the customer success team to confidently recommend plans and pathways toward success.

Ultimately, the SaaS company needed to standardized how they measured value using simple methods that customers would readily embrace, assess customer maturity and growth prospects, influence renewals, and drive ongoing compelling success stories.

SOLUTION

I began by auditing the most common implementation patterns within each sales play, their desired outcomes and whether there were any evident and relevant KPIs available to measure at each step.

I then created a custom Business Success Framework that mapped each play's most common initial use cases and related KPIs, and outlined a set of iterative and compounding use case pathways with each step building upon the previous KPI and cumulating into a logical and irrefutable financial measurement.

Lastly, I trained and deployed the framed across a global Customer Success team to begin consistently measuring the path to value while also driving strategic customer plans and value story-telling.

BENEFITS

Existing Metrics

Ability to leverage existing KPIs already known and accepted by stakeholders, minimizing rework while validating and reinforcing existing employee processes, roles and time investments.

Quick Wins

Pre-planned implementation steps with targeted, compounding KPIs enabled faster iterations of "configuration, test, launch, measure" and an increase in compelling value stories.

Stakeholder Alignment

Paths to KPIs were laid out and approved in advance minimizing surprises, disruptions or any natural skepticism since there were no new measurement methods or techniques used.