



#### Thank you for joining





#### **Company Experience**

- Fractional CMO, Anelto
- Fractional CMO, ParcelShield
- Fractional CMO, Healthfuse
- SVP & Chief Marketing Officer, Allscripts
- VP Strategy & Product Management, CA Technologies
- VP Office of Strategy Management, Symantec

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#### How we will spend our time



- ☐ Tips & Tools to:
  - 1. Understand your customers
  - 2. Improve client retention
  - 3. Create brand advocates to drive growth
- Key actions you can take to impact your business

Just having satisfied customers isn't good enough anymore. If you really want a booming business, you have to create raving fans."

—Ken Blanchard

#### **Poll Question**



#### What is company's business model?

- **□** B2C
- B2B
- **□** B2B2C
- ☐ A mix



#### Lose a customer, lose an advocate



1

More costly to acquire a new customer than retain an existing one

Bain & Company research highlights that Increasing retention rates by

5%

Can increase profits by

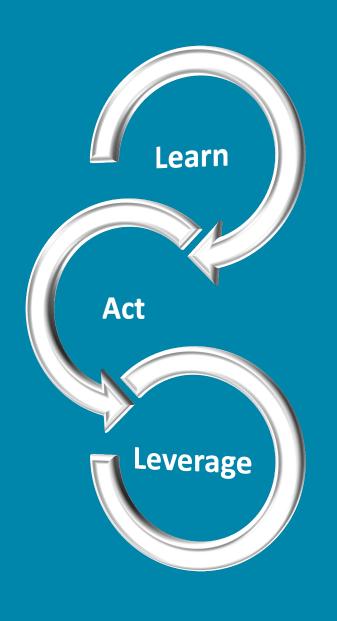
25-95%



## Focusing on retention fuels business growth **and** supports new customer acquisition

Do you measure client retention rates?

### How can you retain customers and turn them into brand advocates?



LEARN what your customers think about your products and services

> ACT on their feedback

LEVERAGE the most loyal customers to be your advocates

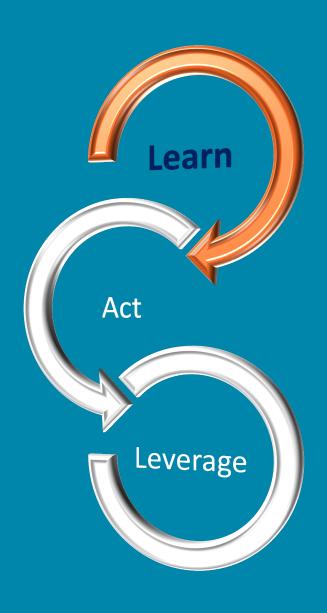
#### **Poll Question**



#### What tools do you use to gather customer feedback?

- Surveys
- Sales Team
- Customer Support
- Other Tools/Techniques
- We Don't Gather Feedback Today



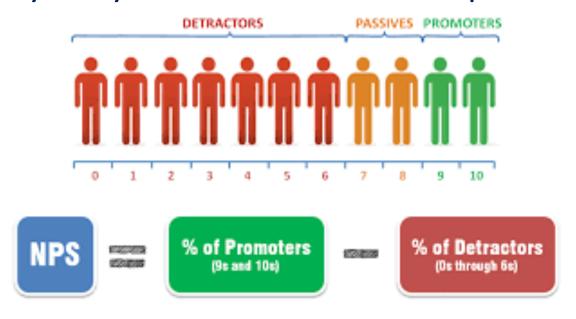


- Net Promoter Surveys
- Focus Groups
- Customer Interviews
- Customer Advisory Boards
- User Groups
- Internal Teams

#### Net Promoter Survey

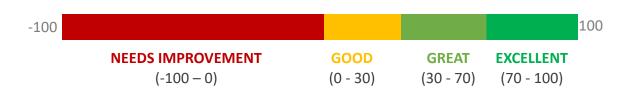


#### How likely are you to recommend our product to a friend?





#### What is a good NPS score?



- Turn passives into promoters
- Get feedback from detractors



#### Focus Groups & Customer Interviews

- A more qualitative approach to understand changing needs, beliefs, buying dynamics
- Engage product leaders to gather ideas for new features, services
- Social Media channels







#### **Advisory Board and User Groups**

#### **Advisory Board**

- CEO hosted
- Treat as a program not an event
- Not a product focus group
- Right mix of customers
- 80/20 rule 80% listening
- Leverage the insights to drive planning and decision making

#### **User Groups**

- Appoint a leader/team
- Focus on connecting, sharing, learning
- Meetings in person, virtual
- Leverage online forums for communication & sharing





#### **Internal Teams**

- Sales, Services and Customer
   Support Teams
- Create mechanisms/program to gather and share internal insights



#### Learn



# Three actions you can take tomorrow

Launch an NPS survey





surveygizmo

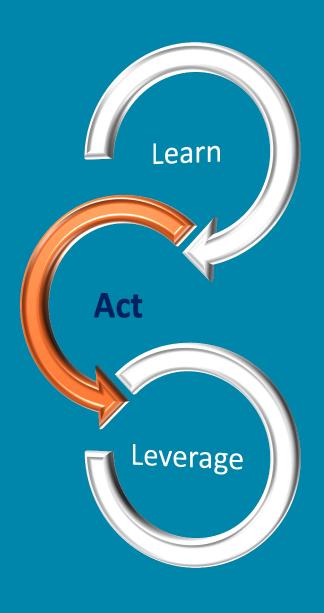
- Query internal teams for customer insights
- Gather feedback from social media channels and online chat











- Share learnings and survey results with internal teams
- Drive team alignment with a single view of the "truth"
- Focus on specific outcomes you want to achieve NPS, time to resolution, number of defects
- Implement customer suggestions product, sales, support
- Award employee ambassadorship

#### Act



- Respond to negative feedback
  - own the mistakes
  - explore with questions "what could we have done to improve your experience?"





Online reputation management is important

https://influencermarketinghub.com/reputation-management-tools/







#### Act



# Three actions you can take next month

1 In of M

Incorporate customer insights as a source of truth into weekly Executive Leadership Meetings

2

Create an action plan – to improve NPS and implement prioritized customer suggestions across all functions

3

Respond to negative feedback



Your brand advocates are more valuable than any advertisement you could ever buy.."

—Dave Kerpen

#### **Creating Brand Advocates**

### ADVOCATE

- Don't stop with the sale build and maintain relationships
- Create loyalty program(s)
- Get your advocates to beta your products
- Let advocates speak directly with the leadership team
- Personalize the advocate experience engage!



#### Let Your Brand Advocates Be Heard

- Develop and promote success stories/case studies
- Press/media on outcomes, results
- Promote product reviews
- Video testimonials
- Customer reference program
- Customer generated content articles, speaking events



Website. Sales Toolkit. Social Media. Digital Campaigns. Newsletters.

#### Act



# Three actions you can take now

Incent account management and customer support to uncover success stories

Leverage simple video tools to record client testimonials



Share testimonials – social media, website, digital campaigns

#### Questions?

#### **Poll Question**



#### Where are you at?

- Need to take the first steps
- ☐ Started, but need to up our game
- Need to go from good to best in class





### Take the first steps TODAY to drive business growth!

LEARN. ACT. LEVERAGE

#### Thank you!





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