

Convert & Retain Loyal Customers

Heavybit Talk

February 15, 2017

About today's session

Critical success factors, tactics and skills to **master the art of conversion and up-sell**

- Companies often use a **freemium or trial** distribution model
- **User success** with a free or trial version = conversion & upsell
- **Conversion** requires customer success, product usability, analytics and user engagement

Today's speakers

- Don MacLennan, CEO, Bluenose Analytics
- Ryan Hoskin, Sr. Director, Customer Success & Support at PagerDuty
- Chris Stolt, Sr. Director, Customer Success at Heroku
- Maddie Blumenthal, Customer Success at Rainforest QA

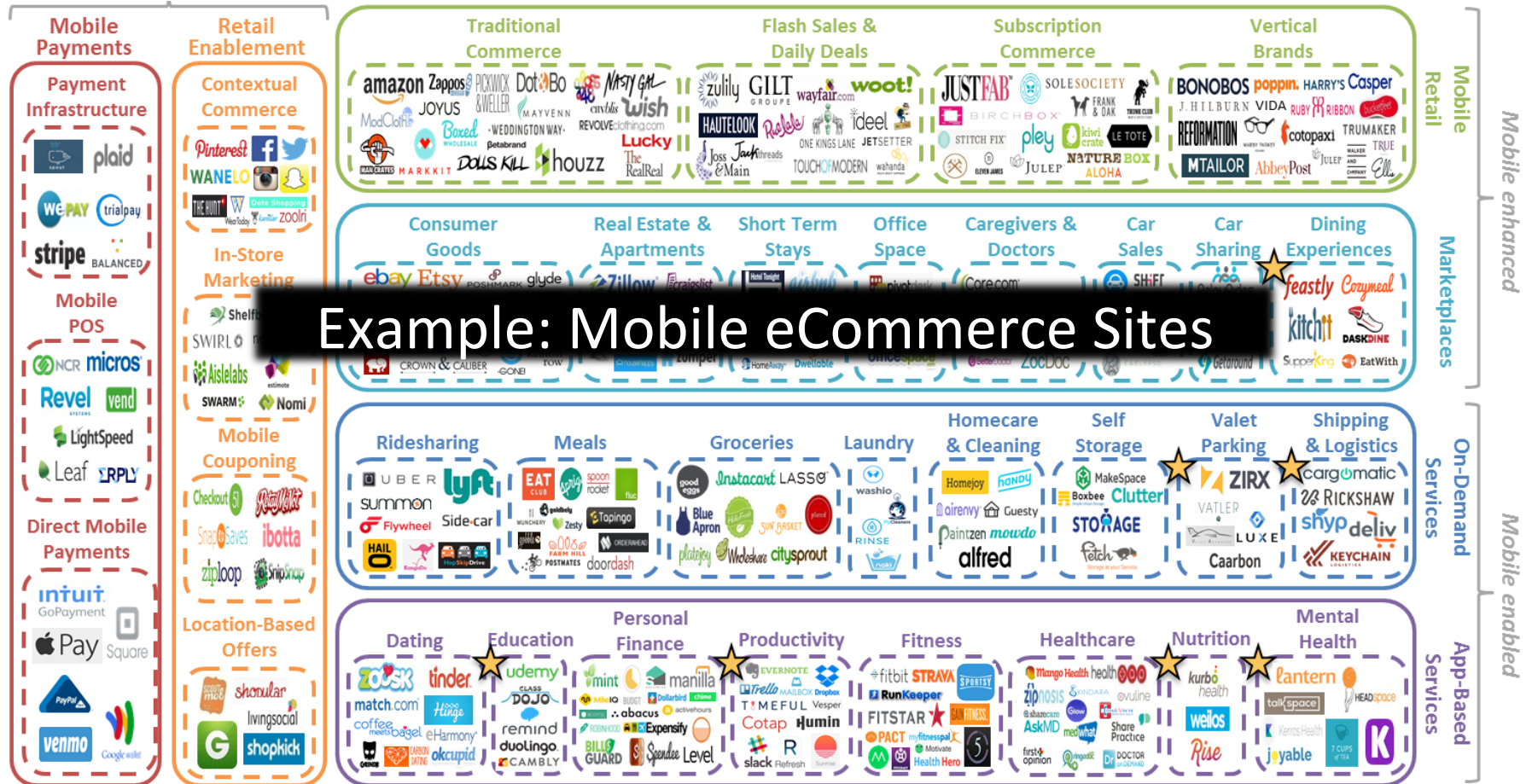
Don's take.

Customers are hard to earn.

Harder than ever.

Why is that?

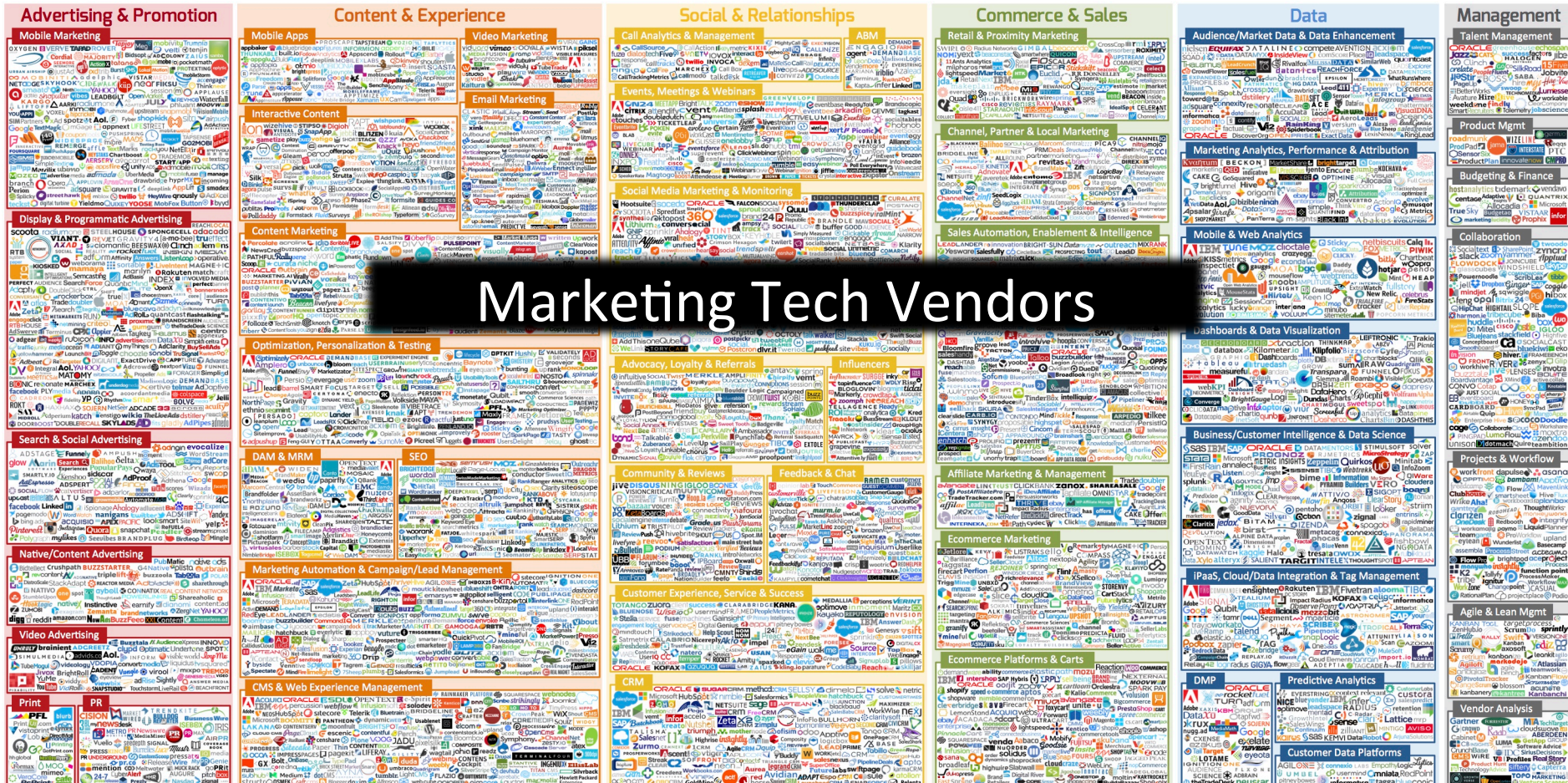
Customers have an explosion of choices...



*mCommerce market map is representative but not exhaustive

...Across B2C and B2B

March 2016

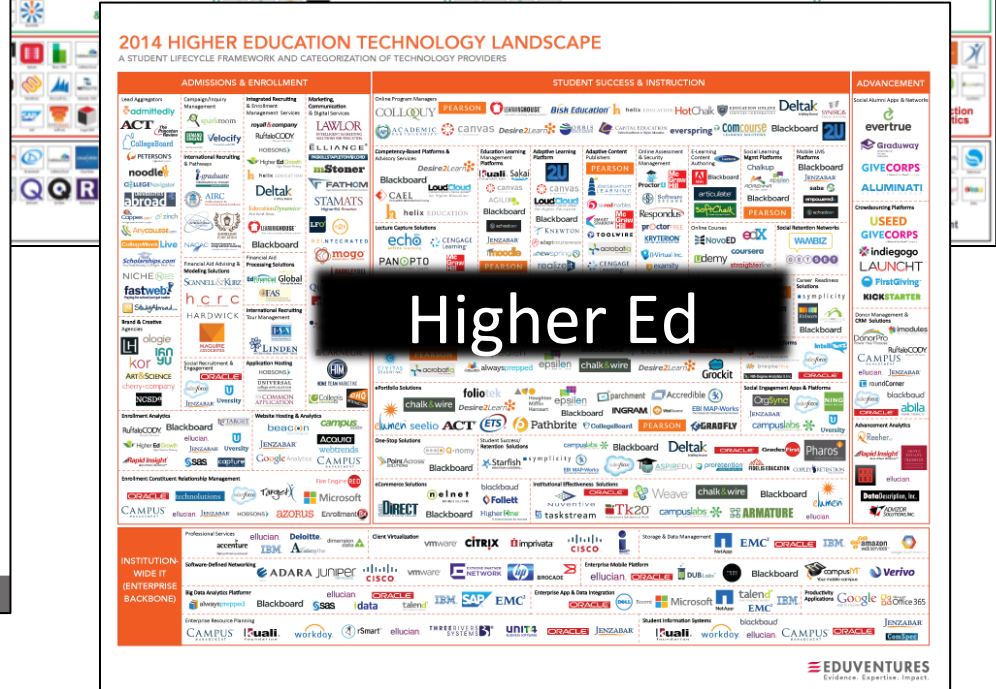
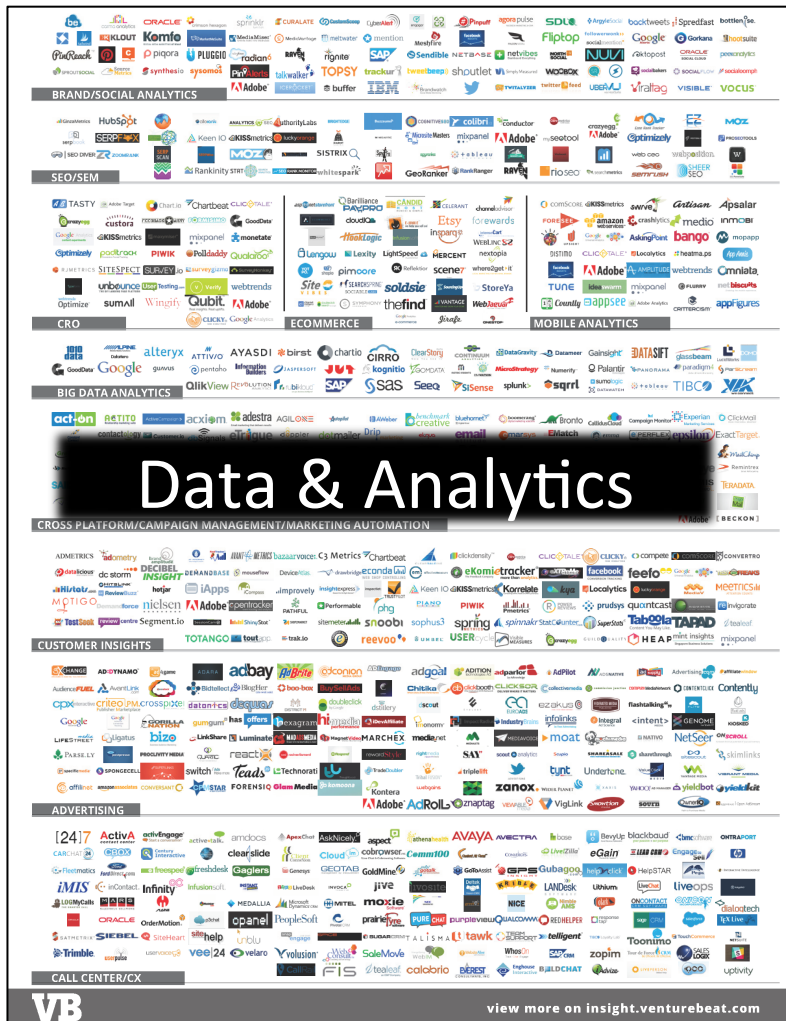


Marketing Tech Vendors

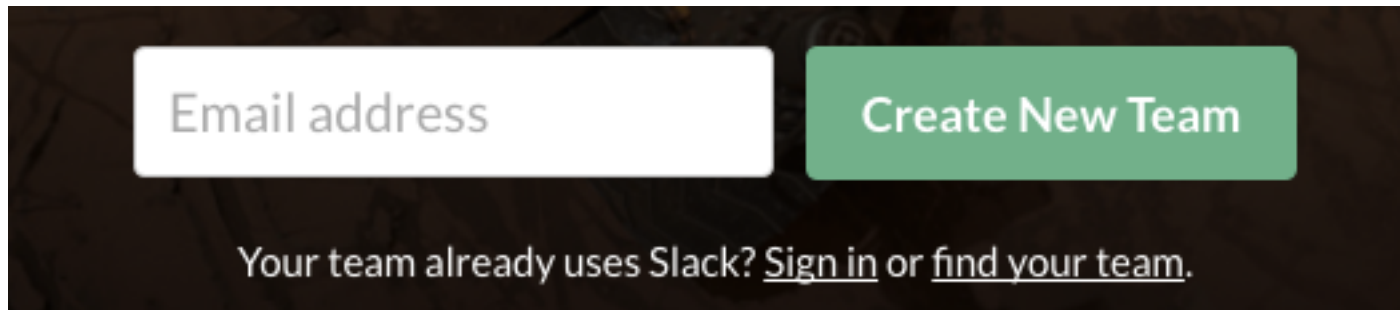
Sources: CabinetM (<http://cabinetm.com>), Capterra, G2 Crowd, Google, Growthverse, LUMA Partners, Siftly, TrustRadius, VBProfiles — see <http://chiefmartec.com/2016/03/marketing-technology-supergraphic-2016/> for details.

Created by Scott Brinker (@chiefmartec).

...Across every sector



Customers want immediate gratification

A screenshot of the Slack sign-up form. It features a dark background with a subtle pattern of people. At the top, there is a white rectangular input field with the placeholder text "Email address". To the right of this field is a green rectangular button with the text "Create New Team" in white. Below these elements, centered, is the text "Your team already uses Slack? [Sign in](#) or [find your team](#)." in a light gray font.

Email address

Create New Team

Your team already uses Slack? [Sign in](#) or [find your team](#).



Conversion & retention is only getting harder



If you could only do **one thing** to drive conversion and retention...

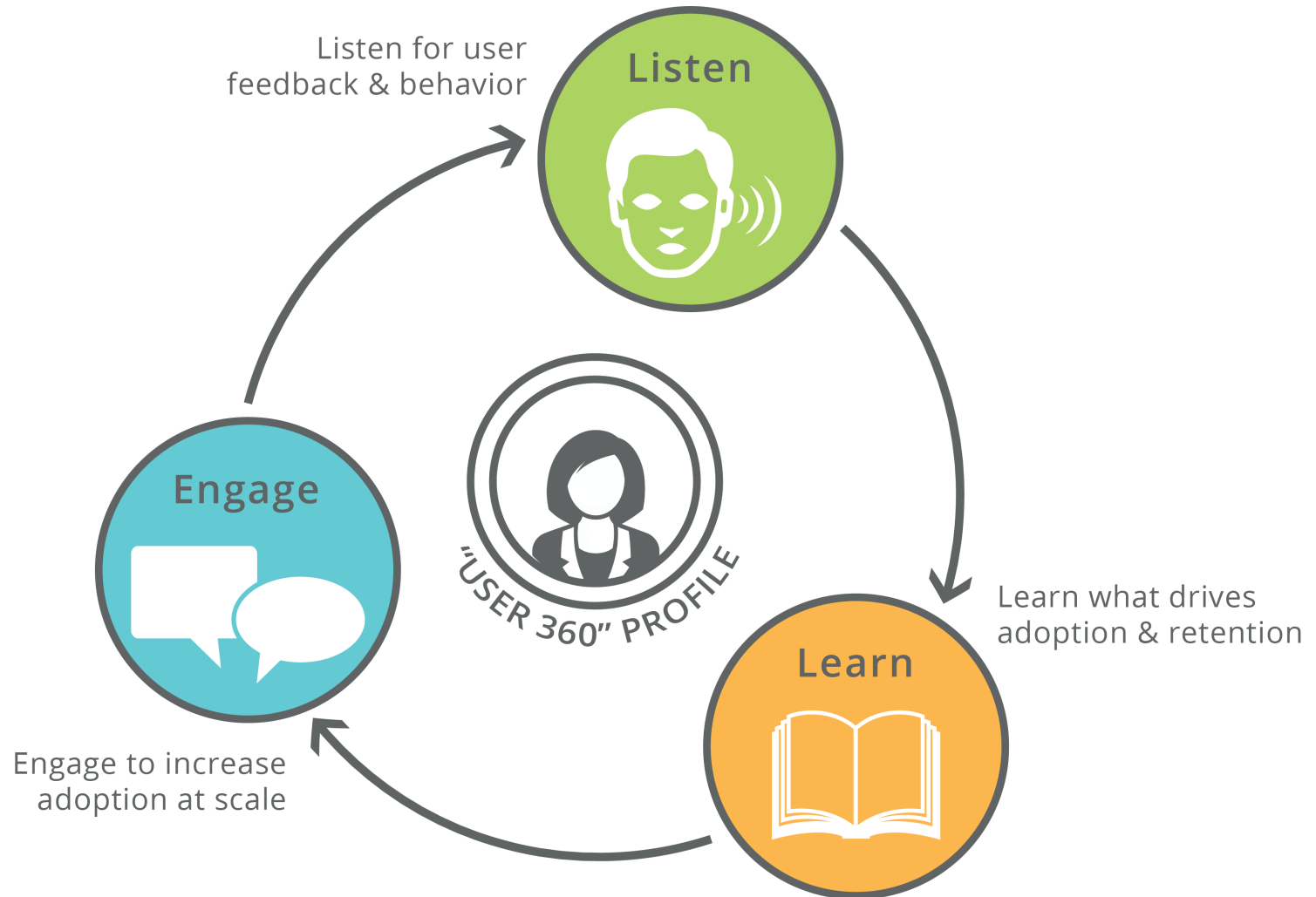
What should it be?

Answer: enable user adoption

- First-use success
- Frequent usage
- Full utilization
- Sticky features



Listen, Learn, Engage to drive adoption



Panel session

Listen to user feedback

Track feedback with Net Promoter® or other types of feedback surveys:

- During freemium / trial period: user's first impression?
- After conversion: why did you buy?
- For non-conversions: why didn't you buy?



Listen to usage behavior

Track usage data by user:

- By day
- By feature
- By volume (things your system did on their behalf, like alerts)



Learn the winning usage patterns

Learn the best (and worst) usage patterns:

- Is there a “happy path” usage pattern that leads to conversion?
- Is there an anti-pattern for churn? Can you link it to survey feedback?



Engage users with purpose

Engage users according to usage behaviors and needs:

- Happy path users: ask for the order
- Users that fell off happy path: intervene
- Dis-engaged users: intervene

Don't forget about inbound engagement such as support, documentation, knowledgebases, etc.



In summary

- Conversion is hard:
 - Lots of competitors
 - Users want immediate gratification
- Use feedback & usage data to learn:
 - Ideal usage pattern
 - Why users convert, or don't
- Engage users according to their behaviors
 - Ready to convert
 - Need more help
 - Bring back from dead

Q & A