



Building high performance teams



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Approaches to help you build a customer-centered culture and a highly successful Customer Success Team.

Aligning all of your aspirations and direction

- **Company / team purpose:** why does your company / team exist
- **Company vision/mission :** What position you want to be in by when
- **Goals and KPIs:** how you are measuring your progress
- **Organizational priorities:** what tactics are you employing to achieve your mission and what is valued on day to day basis
- **Brand promise:** what you are committing to the market and what that says about your commitment to the success of your customers
- **Company / team core values:** what are the principles/organizational DNA that make your company what it is
- **Employee and leadership behaviors:** how leaders and employees act on a daily basis as they seek to implement the company's vision and strategic priorities, strive to fulfill the brand promise, and live up to the values.

Reduce friction and help to eliminate conflicting focus of employees

Engage hearts

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- Employee spotlight examples of living your mission
- Customer Success stories
- Curated content of your employees in action via newsletters
- Empathy programs: bring to life the voice of your customer via verbatims and recordings

Connect with employees on emotional level

Engage minds

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- Analytical proof of progress and positive change / forward momentum
- Health/NPS/Adoption to lifetime value / revenue correlations
- Identification of high leverage drivers: what matters most
- Show differential in performance - how higher performance in identified categories leads to increase year over year financial performance

Connect with employees on intellectual level

Engage wallets

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- Align compensation with the results you want to drive
- Mix of outcome metrics and drivers / leading indicators of desired results
- Mix of customer and financial outcomes
- Don't over do it - keep in mind the power of recognition, purpose, investment in employees and their careers

Align incentive models with the results you want to drive

The right team for the challenge

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- Diverse team with different perspectives – but build toward alignment on where the team/company should directionally head
- The right mix of skills and competencies
- Trust and transparency within team
- Place value on learning and deliver education and training programs to elevate the full team

Acquire, hire, or borrow the talent you need for the type of change you wish to drive

Alignment across the organization

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- Multilingual business case
- Put the spotlight on others
- Put your goal/aspiration out there, demonstrated listening (you spoke, we responded)
- Feedback loops to elevate cross-functional challenges
- High levels of engagement and trust

Customer Success is a team sport – build a bigger and stronger team by leveraging the full scale and resource of your organization

Visual management system & the right metrics

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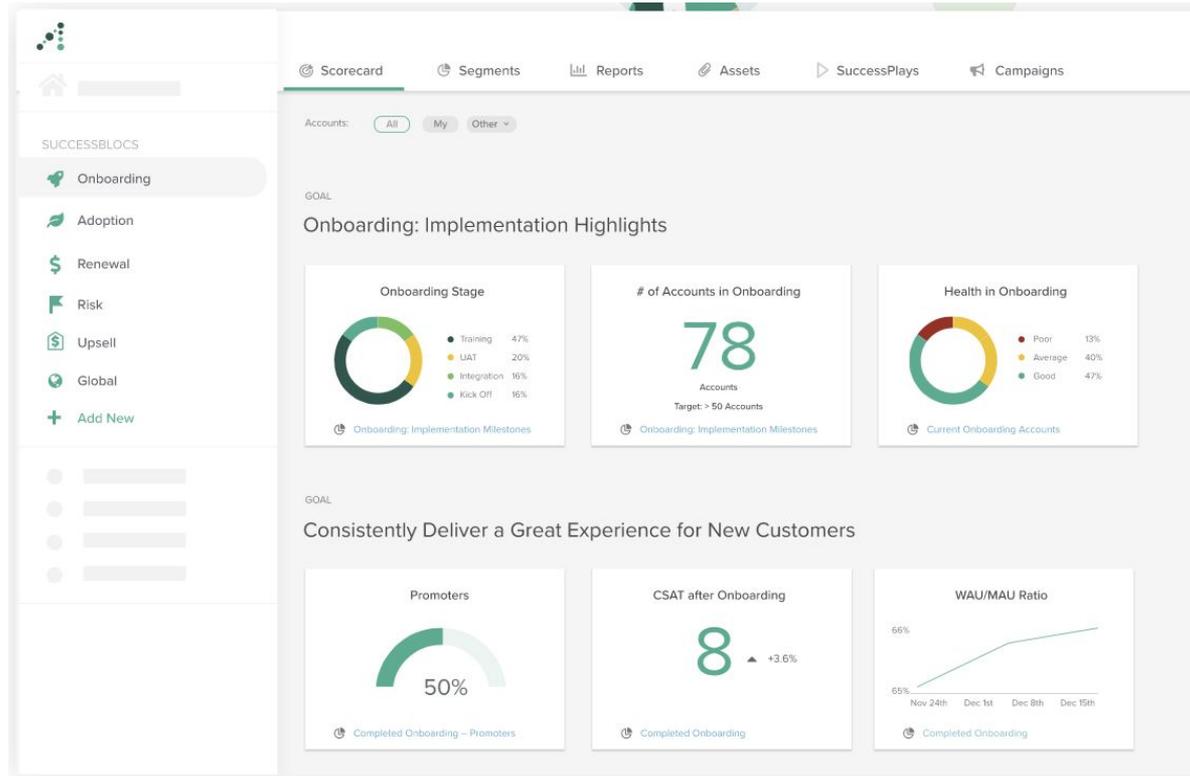
- Start with your goals in mind, value results
- Make the goal, measurement, activity visible
- Inspection / performance management
- Measure more than outcomes - look at the supply chain
- Tactical (short term) and strategic (long term) management system
- The right technology partner

Make your goals and KPIs visible, leverage for individual, operational and performance management

Leverage your measurement system to create a supply chain (and virtuous cycle) for business outcomes



Totango starts with your goals in mind and powers your customer-centered ambitions





THANK YOU

Totango is the leading Customer Success solution for the enterprise. Our platform connects the dots of all customer information so enterprises can proactively and intelligently operate their company around their customers. Leading customer-centric enterprises such as SAP, NTT, Monster and Zoom use Totango to drive customer adoption, retention, expansion and advocacy.

For more information and to see a demo, visit www.totango.com