Hi!

You're on your way to optimizing your Customer Journey for success!

Make these templates your own:

- 1. Go to File > Make a Copy to make a copy to your Google Drive
- 2. Go to File > Download As > Microsoft PPT



CUSTOMER SUCCESS

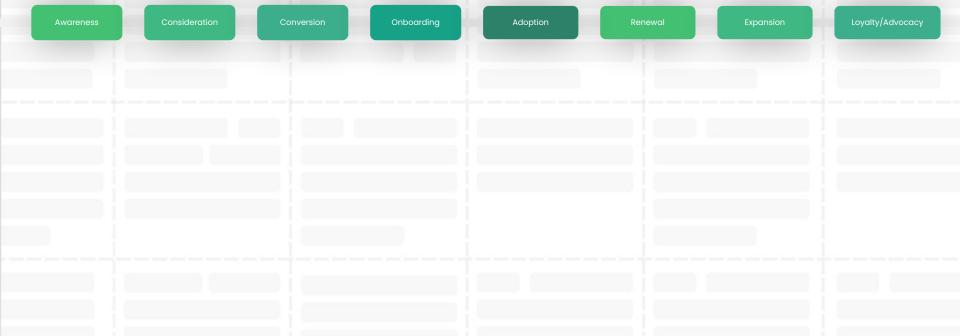
Customer Journey Map Template







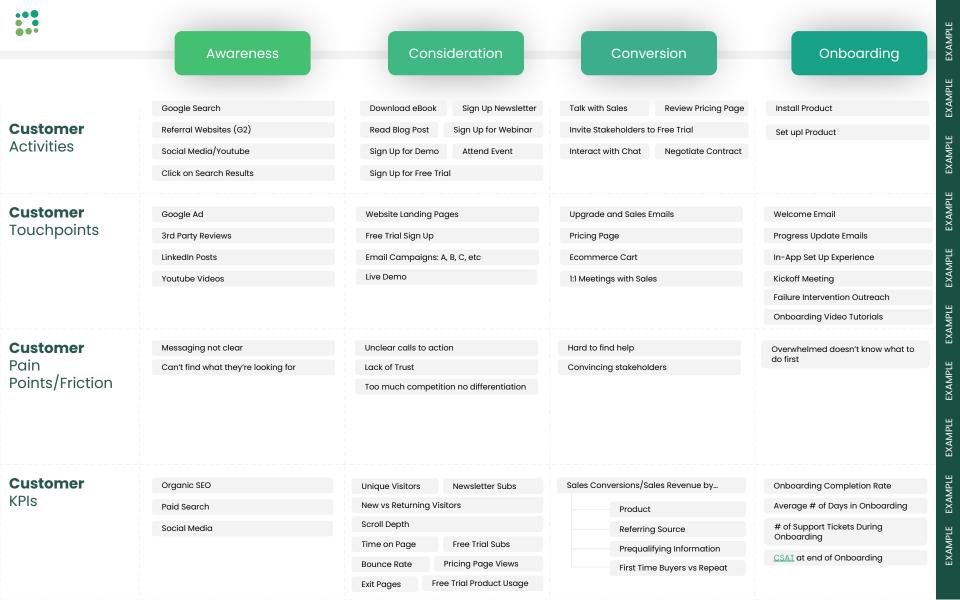
The Customer Journey



EXAMPLE

We've pre-filled the next two slides as an example for you to follow for the blank template on slides 7 & 8.

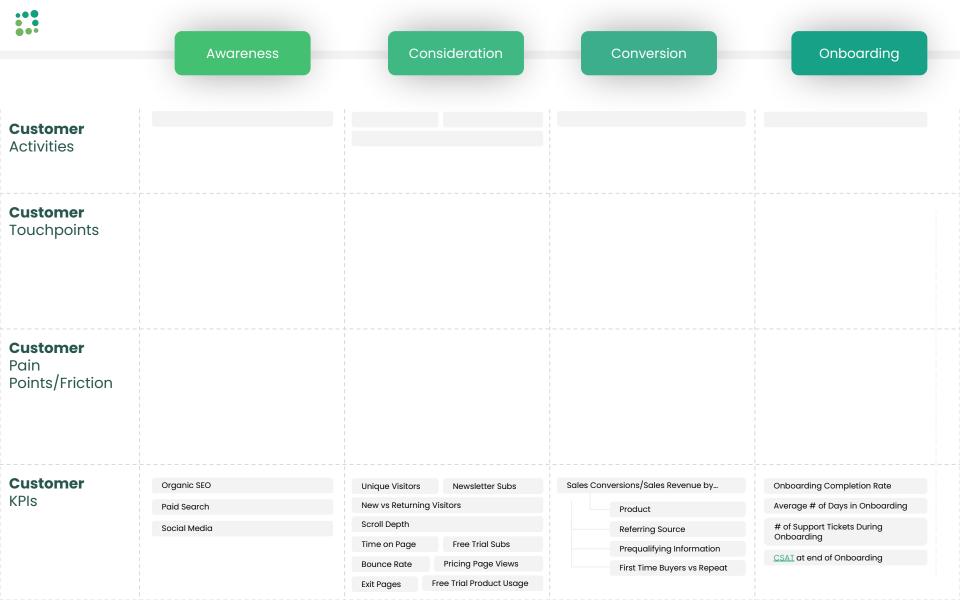


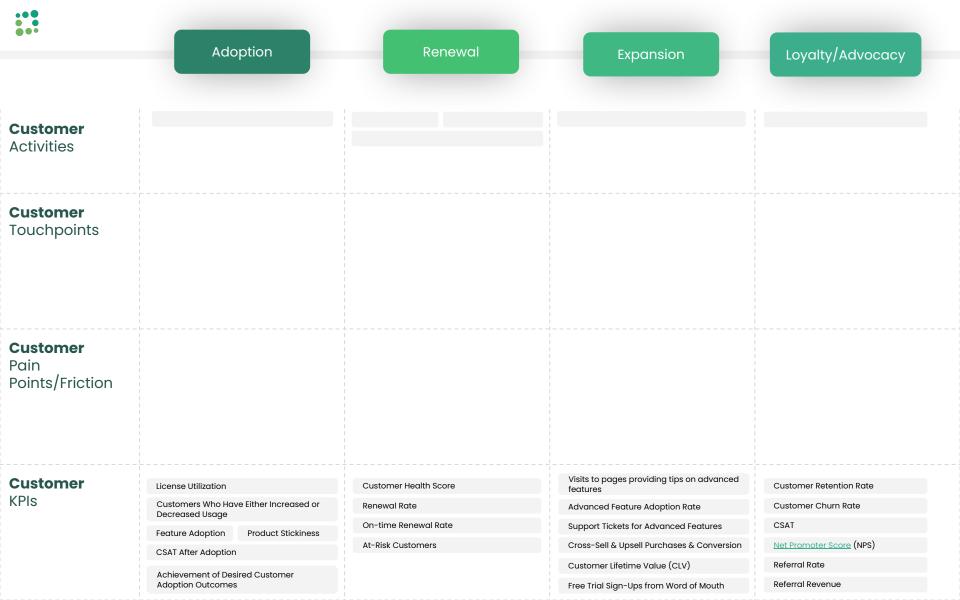


•••	Adoption	Renewal	Expansion	Loyalty/Advocacy	EXAMPLE
Customer Activities	Use Product Invite users to team	Contract Expiration	Organic Growth - New Users/More Accts Adds use cases or integrations	Writes Review on 3rd Party Site Agrees to Case Study/Reference	EXAMPLE
	Utilize additional functionality		Requests additional support services	Refers Colleagues High NPS/CSAT Guest on Webinar	EXAMPLE
Customer Touchpoints	Adoption email drip "Did you know?" User progress email	Renewal reminder emails Escalation Management	Upsell/Cross Sell communication User limits emails	l:1 with Marketing CSM/AE emails	EXAMPLE
	CSM meetings	Winback Campaign Conduct QBR/EBR	Solicit referrals	NPS/CSAT Emails	EXAMPLE
Customer Pain Points/Friction	Lack of understanding of feature	Lack of visibility on renewal date	Stakeholders not on board		EXAMPLE
	Feature doesn't meet expectations	Underutilization of the product Too many support tickets	No access to all potential stakeholders Lack of awareness of additional opp.		PLE EXAMPLE
Customer KPIS	License Utilization	Customer Health Score	Visits to pages providing tips on advanced features	Customer Retention Rate	APLE EXAMPLE
	Customers Who Have Either Increased or Decreased Usage	Renewal Rate On-time Renewal Rate	Advanced Feature Adoption Rate Support Tickets for Advanced Features	Customer Churn Rate CSAT	E EXAMPLE
	Feature Adoption Product Stickiness CSAT After Adoption Achievement of Desired Customer	At-Risk Customers	Cross-Sell & Upsell Purchases & Conversion Customer Lifetime Value (CLV)	Net Promoter Score (NPS) Referral Rate	EXAMPLE
	Adoption Outcomes		Free Trial Sign-Ups from Word of Mouth	Referral Revenue	

Your Customer Journey Map







Tips & Tricks

- Color code to help you further organize your data
- Use lines to connect actions or express the flow a customer follows through the journey
- Clone the template and break out each phase so you can expound on it.
- Turn customer KPIs into a dashboard you can use to report on to your executive team on an ongoing cadence. (Or just use the dashboards we've already created for you in Totango. <u>Try now for free</u>)
- Connect with your marketing team on an ongoing basis to make sure that
 the activities or message in the buyer's journey are aligned with the
 messages customers are getting during the customer journey.



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Everything you need to accelerate your customer success with the most widely adopted all-in-one Customer OS.

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