

Outcome-focused Initiatives

IDEA: We need to hire a larger customer success team so we can continue to contact all customers.

① Take a step back and consider what problem you are trying to solve.

Problem: With our current resources and customer count, our approach of contacting each customer 1:1 via phone makes it difficult for us to reach every customer each quarter.

② Consider why it is valuable to solve this problem.

Proposed value: If we can find a way to reach more customers each quarter, we could have a greater impact on churn and growth (MRR expansion).

③ Are there other potential solutions to this problem?

We could:

- Make it easier for customers to book a success call from their control panel so engaged merchants are never missed.
- Involve the wider business in our quarterly call rhythm.
- Conduct one-to-many webinars allowing us to cater to more customers at once.
- Prioritise quarterly calls by churn indicators to maximise our impact.

④ Decide which solution you'd like to explore first.

Conduct one-to-many webinars allowing us to cater to more customers at once.

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⑤ Is there a way to test this idea without committing to the whole initiative?

Experiment: Conduct a Customer Success Webinar in Q4 to see if merchants will be engaged in this form of contact and whether it has a positive impact on churn and growth.

⑥ Conduct your experiment, assess the outcome & plan next steps.

Outcome: Merchants are engaged with this new format, but it won't completely solve the problem.

Next steps: Make quarterly webinars the new BAU, test one of our other proposed solutions.