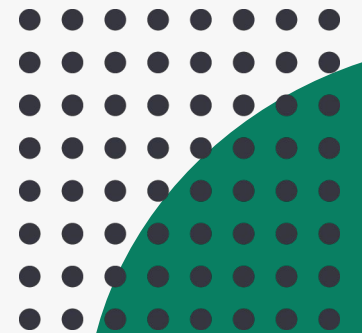




**Anticipate Churn.
Reduce Churn.
Reignite Growth.**



Leaders Fund is a B2B focused VC firm

We are currently investing \$100M into Series A/B SaaS companies



Experience

1

Co-Founder of **Workbrain**, bought by Infor
Scaled to \$100M+ in annual revenue in 6 years

2

Co-Founder of **Rypple**, bought by Salesforce
Created category of enterprise social performance

3

Co-Founder of **Leaders Fund**
\$100M fund co-founded w/ Steve Debacco & Gideon Hayden

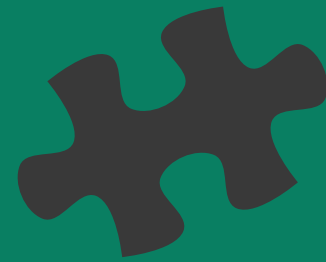


David Stein

Co-Founder & Managing Partner

 @dstein

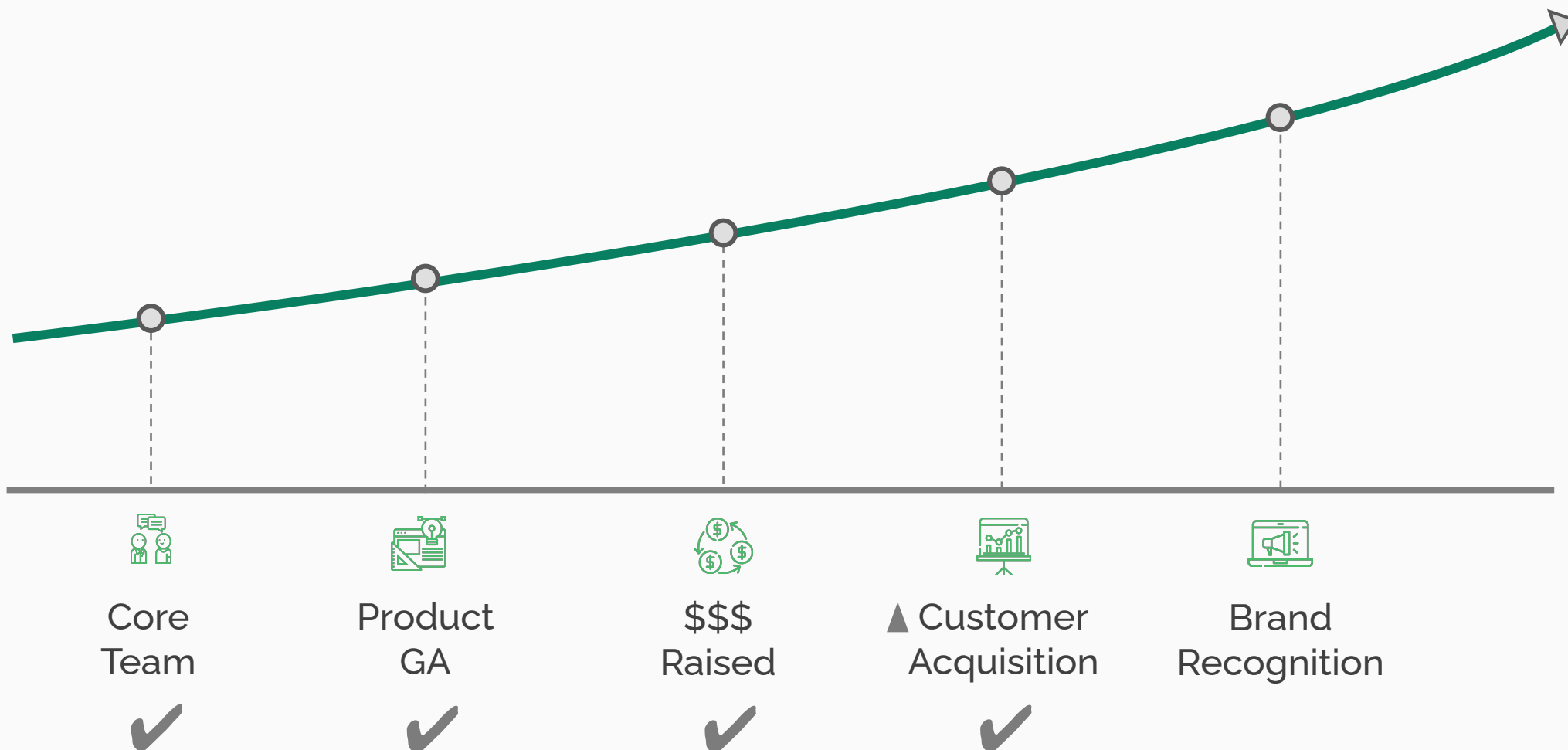




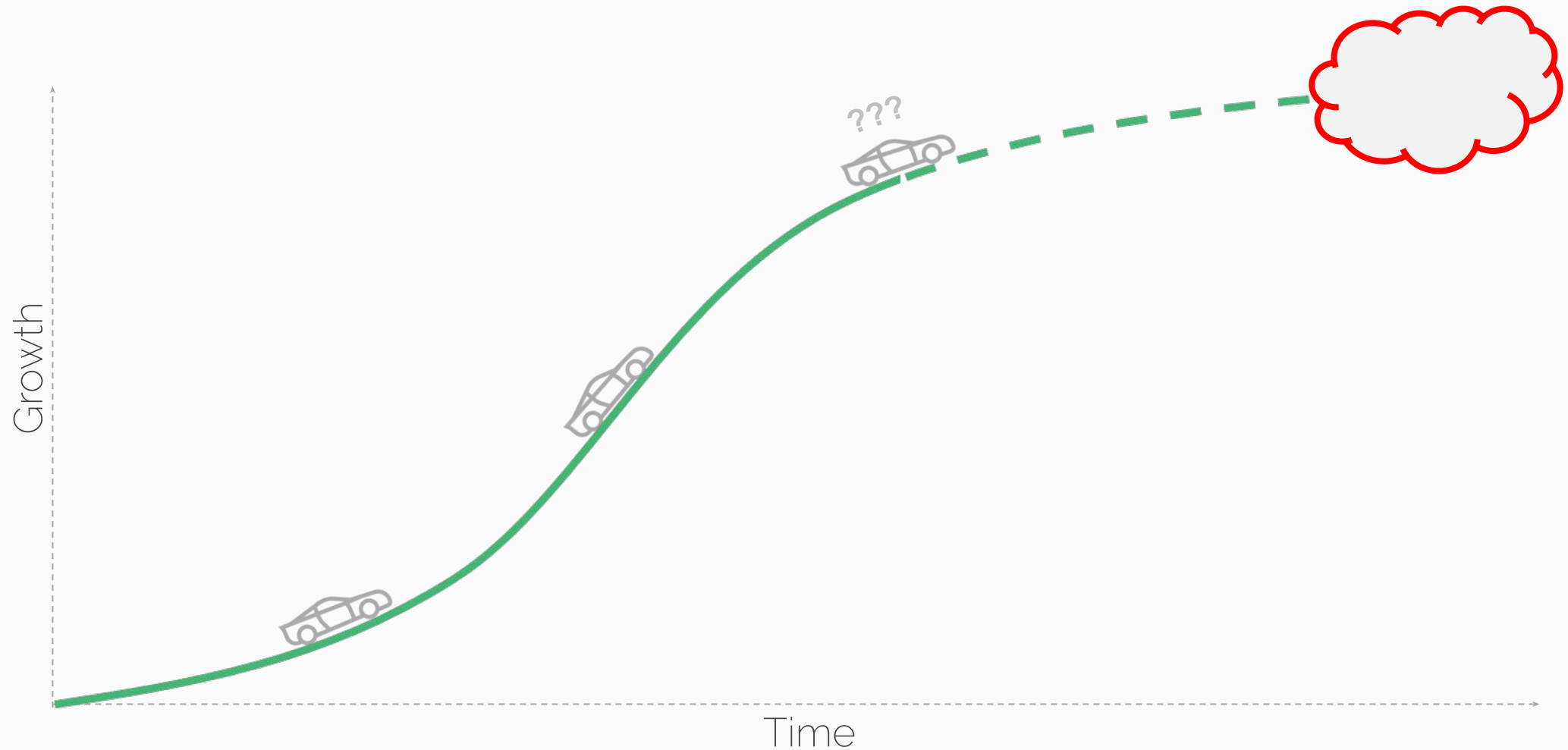
REDUCING CHURN

A SYSTEMATIC APPROACH

Your SaaS business is growing fast



But momentum is slowing



Warning signs foreshadow increased churn



Selling
Effort



Product
Usage



Onboarding
Effort



User
Growth



Increased churn can lead to a death spiral. . .

Customer Impact



Usage



Monthly
Users



ROI



LEADS TO

Company Impact



Employee
Turnover



Economies
of Scale



Morale



RESULTING IN

Business Impact



Bookings



Net MRR



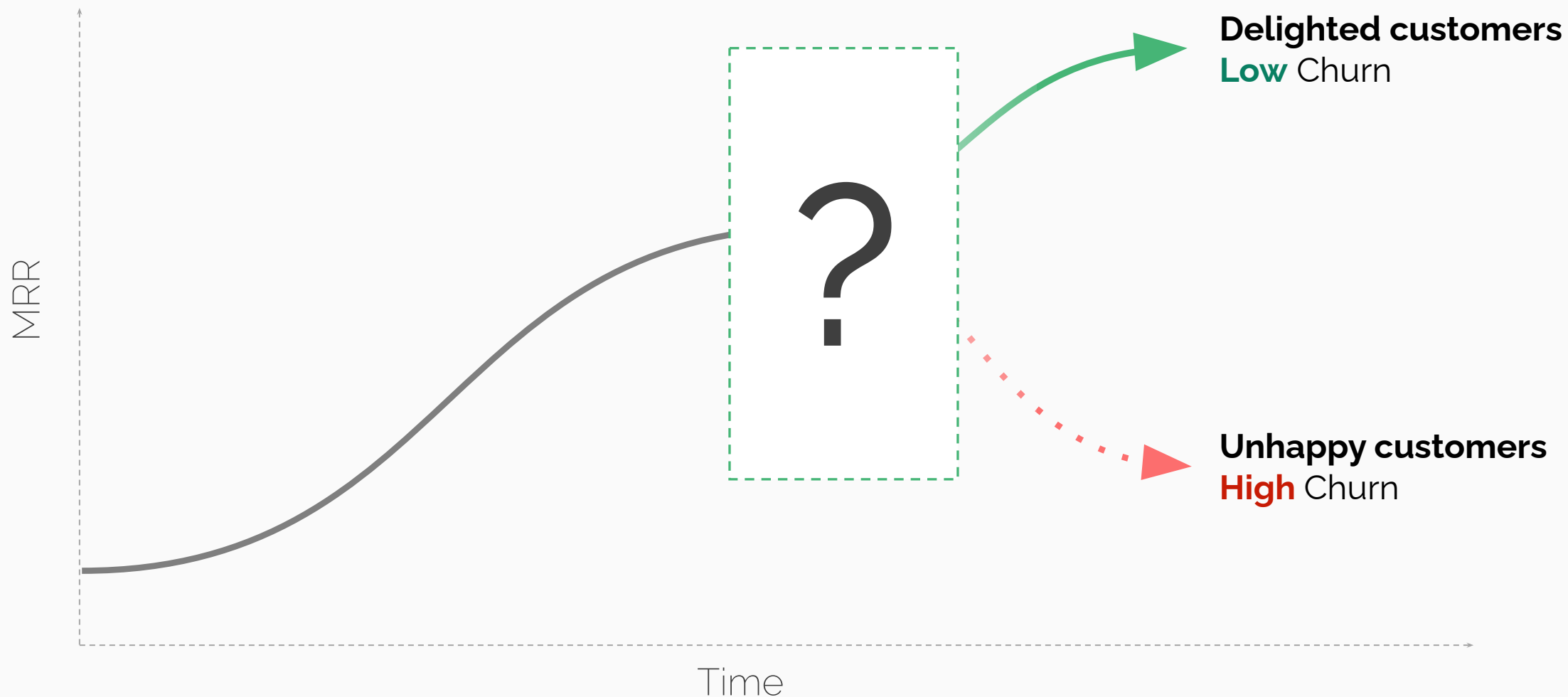
LTV:CAC



Now what?



How do you sustain growth and avoid dramatic churn?



Focus on and address likely causes:



SALES

Setting **unrealistic** expectations. Solution **not linked** to key buyer priorities



PRODUCT DESIGN

ROI is not clear. Too much **effort** to operate; limited **integrations**



CUSTOMER SUCCESS

Onboarding and customer success program are too **lightweight**



SALES

SALES

PRODUCT DESIGN

CUSTOMER SUCCESS



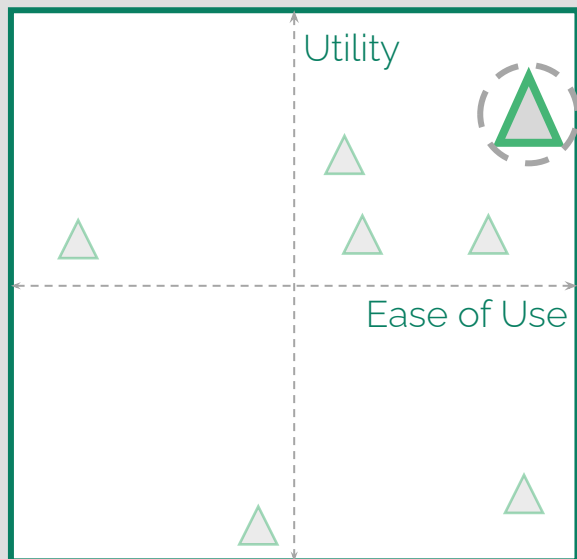
Solve a customer problem that matters

- 1 Solution **value** is high relative to all options

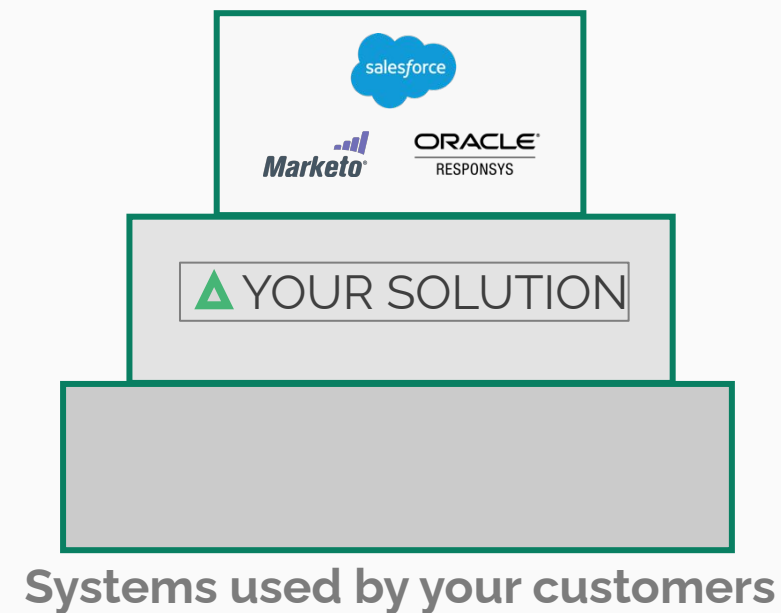
- 2 Set proper expectations of **effort** to launch and run

- 3 Clear description of expected **impact and ROI**





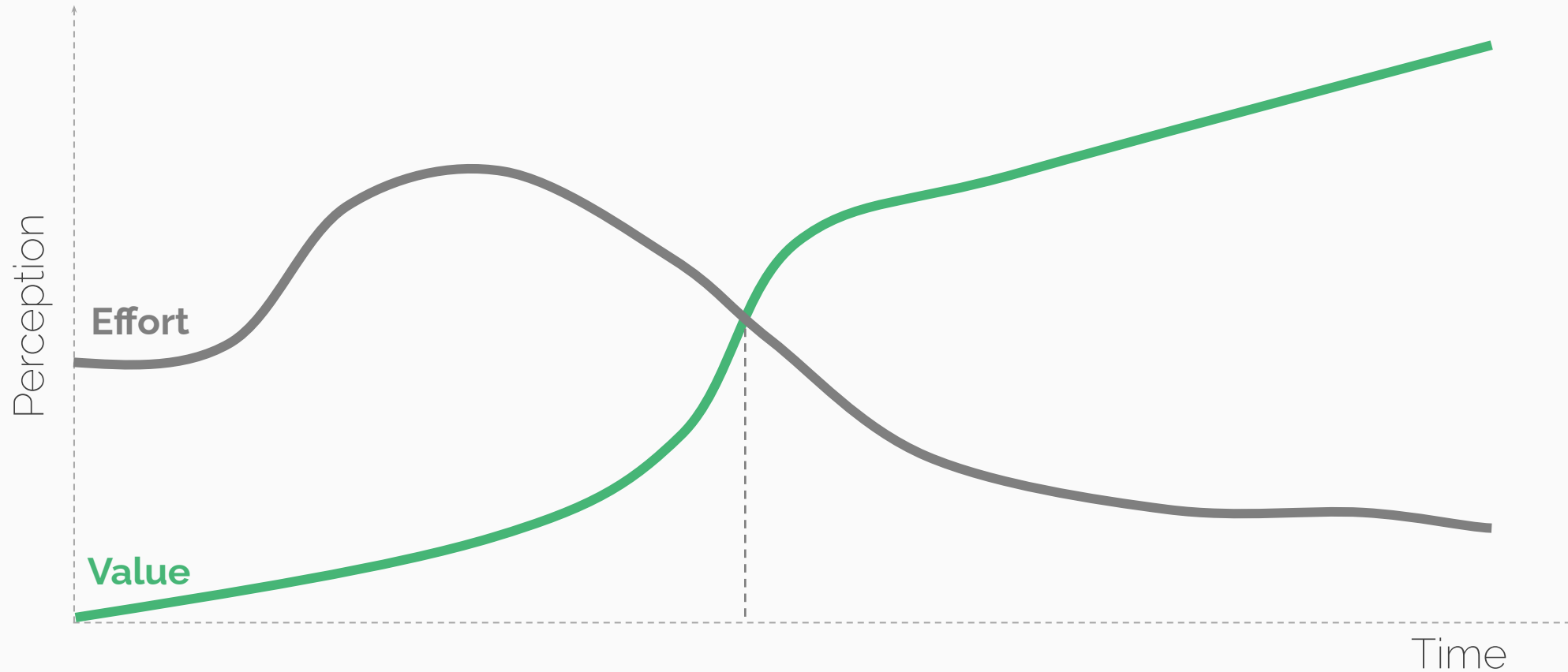
Best in category



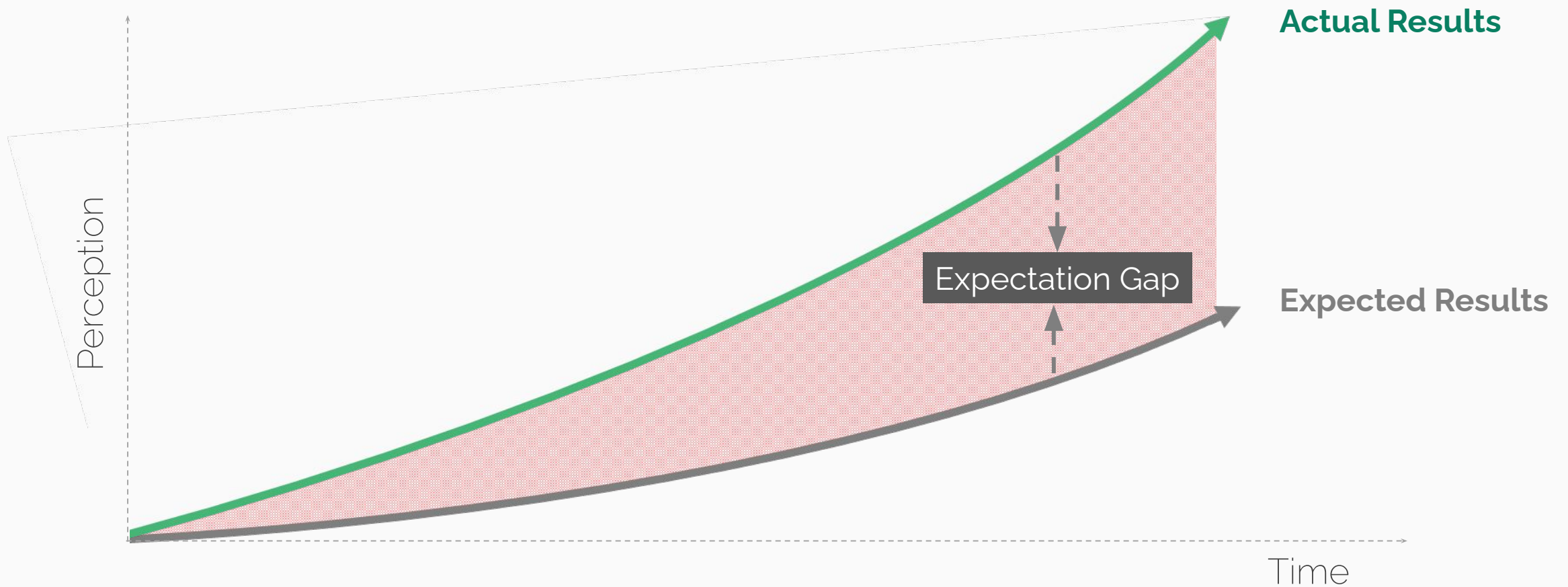
Key Solution for Buyer



2) Clearly explain operating effort vs. value delivered



3) Set realistic expectations on impact and ROI



PRODUCT DESIGN

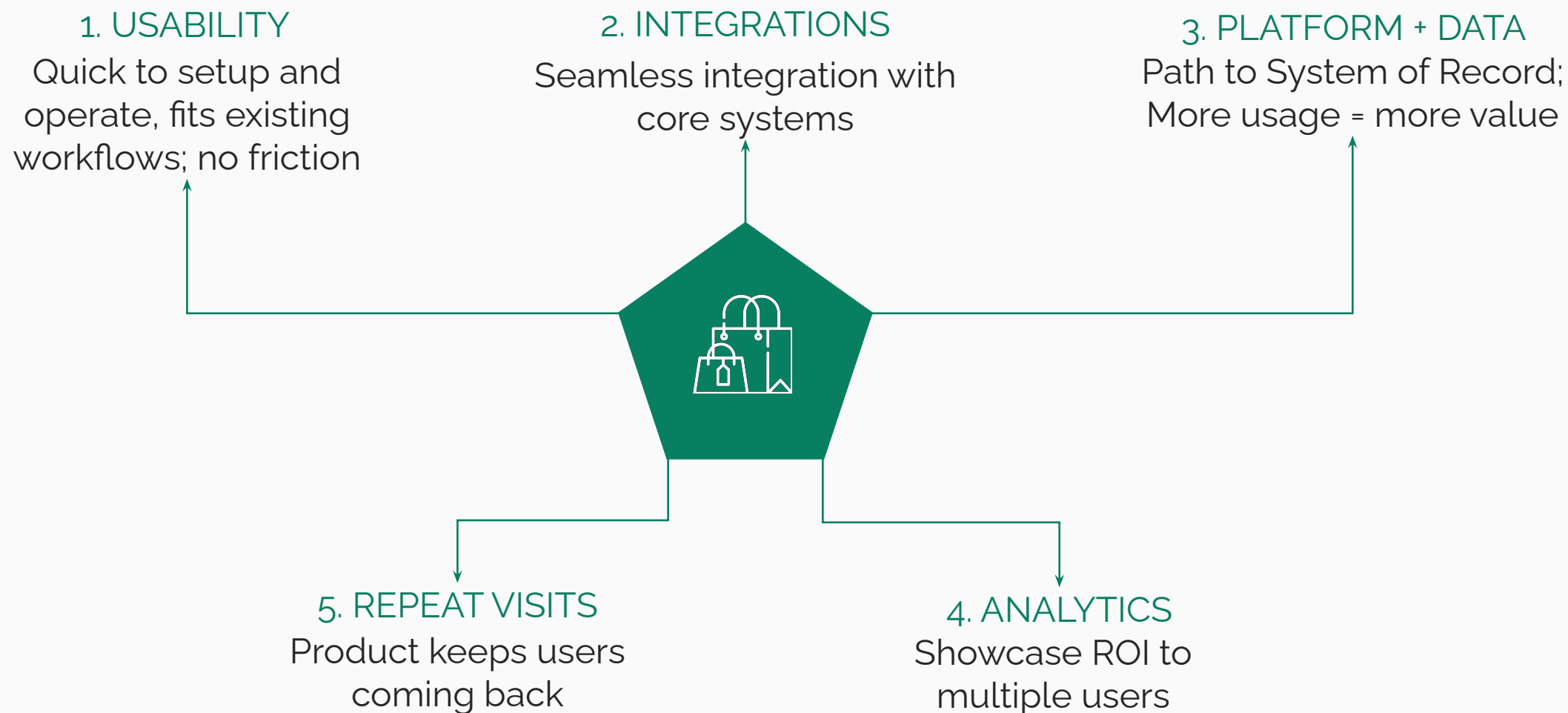
SALES

PRODUCT DESIGN

CUSTOMER SUCCESS



Design for customer delight



1) Usability drives stickiness and user delight



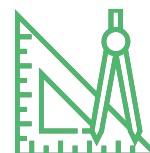
EASY INITIAL SETUP

Complicated setup causes customers to churn early in adoption process



INDUSTRY STANDARD UI/UX

Avoid changing industry standards that customers are used to



MINIMAL TRAINING REQUIRED

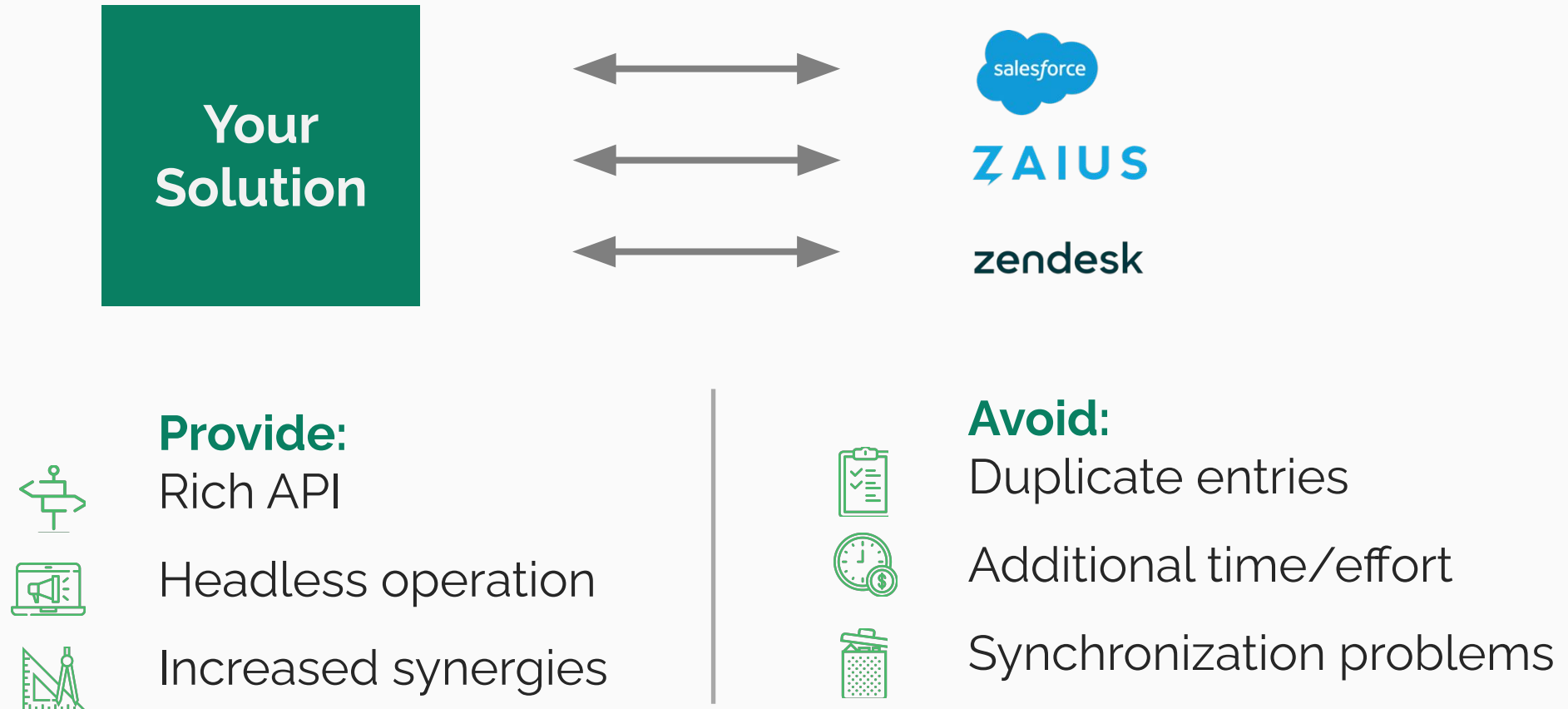
Intuitive product allows for quick adoption/scale throughout organization



FAST PERFORMANCE

Slow user experience affects utility of product

2) Don't be an island, integrate with core systems



3) Become a core System of Record (SOR)

What is a SOR?

Core system for a business function

How being a SOR reduces churn?



Business Critical

Key place where
work gets executed



Data tie-in

Difficult to
transfer data to
new solution

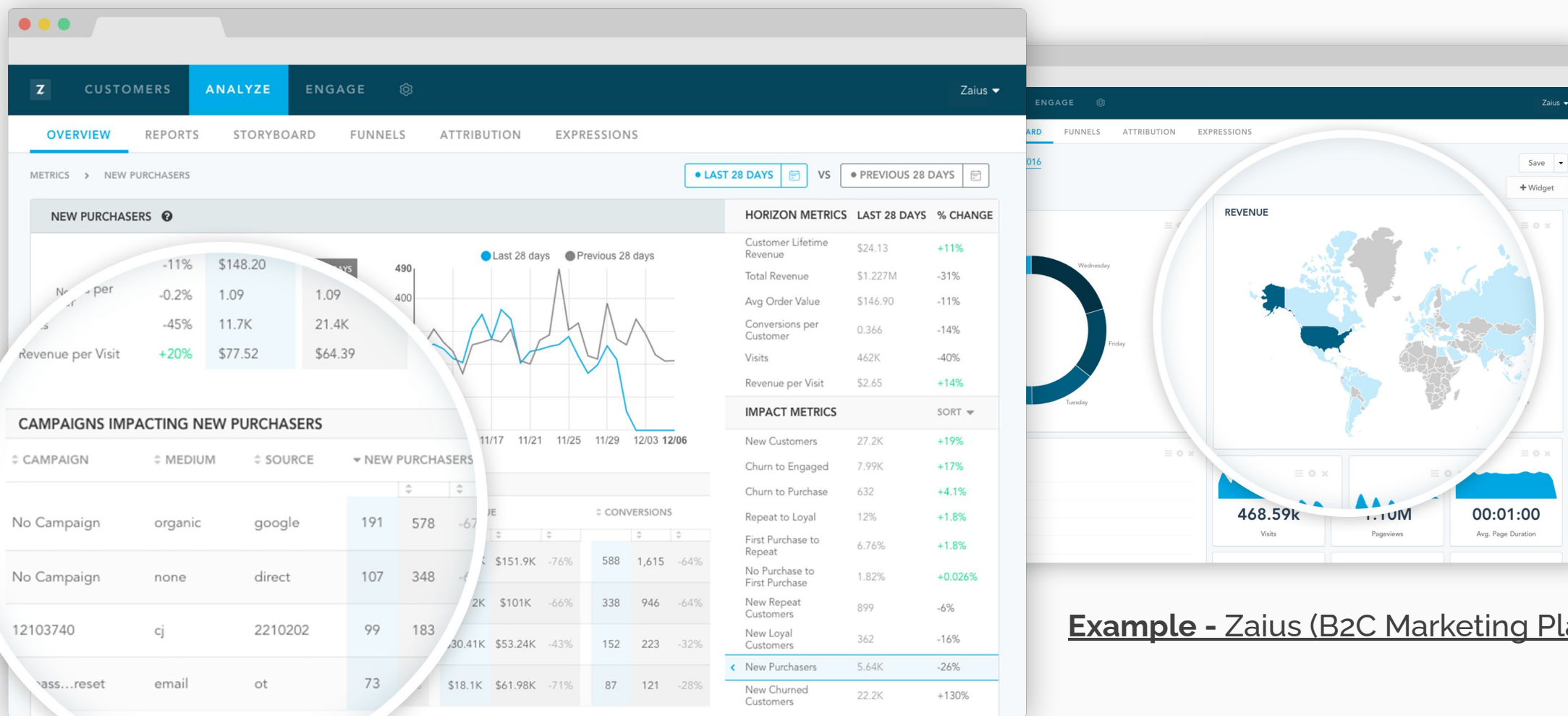


Platform potential

Becomes a hub
where other
systems connect



4) Showcase impact on business, for multiple roles



Example - Zaius (B2C Marketing Platform)

5) Design supports continuous usage

1 **User notifications and updates** drive engagement

2 Users can access from **device of their choice**

3 Users easily **achieve** their goals with minimum steps

4 Users **quickly complete** core tasks that drive their jobs





CUSTOMER SUCCESS

PRODUCT

PRODUCT DESIGN

CUSTOMER
SUCCESS



Customer Success is an ongoing area of focus

Customer
Success

≠

Asking for a renewal
once a year



Establish a Customer Success playbook. . .



1) Gain momentum with rapid onboarding



Users can be **activated quickly**



User **training** is minimal



Complete **integrations** within 30 days



Initial value is realized within 30 days

2) Build communication plan with continuous checkpoints

How many clients can a customer success manager **manage**?

How often does customer success **check up on customer**?

Which communication **method** is used?

Is customer aware of the value that customer success can provide?



3) Lead your customer to success, solve their big problem

PROVIDE VALUE

- Integration suggestions
- Proactive issue notification
- Usage suggestions
- Product training

LEARN

- Usability issues
- Feature requests
- Integration issues
- Price concerns



4) Increase value through an expanded offering



New capabilities **enhance** current solution



Lead to deeper **engagement/usage**



Value delivered **>** effort to use

In summary, focusing on these key areas...



SALES



PRODUCT
DESIGN



CUSTOMER
SUCCESS

Leads to customer delight and accelerated growth

Customer Impact



Usage



Monthly
Users



ROI



Company Impact



Employee
Turnover



Economies
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Thank you

