6 QUESTIONS TO KICKSTART YOUR CHURNZERO USE CASES FROM YOUR PROCESS

This blueprint is designed to help your company get a jump start with ChurnZero. This is intended as a guide to walk you through specific factors in your workflow that you may want to consider as we move forward.

1. What portion of the customer lifecycle do you own?

Within each portion of the life cycle, you may have a distinct process. The questions below have different answers depending on which part of the life cycle you are thinking about. think: Implementation, Renewals, Upsells

2. What are the bottlenecks in your current process?

Determine where the bottlenecks are so you can identify the kind of actions your clients take in your application. What actions does a good client take? What actions does a bad client take?

3. What are consistent issues your team runs into?

The information your team brings to you is going to be a good place to start when brainstorming on how to leverage ChurnZero. think: Is there a place where you gather team feedback/client issues?

4. Where is your team spending their time?

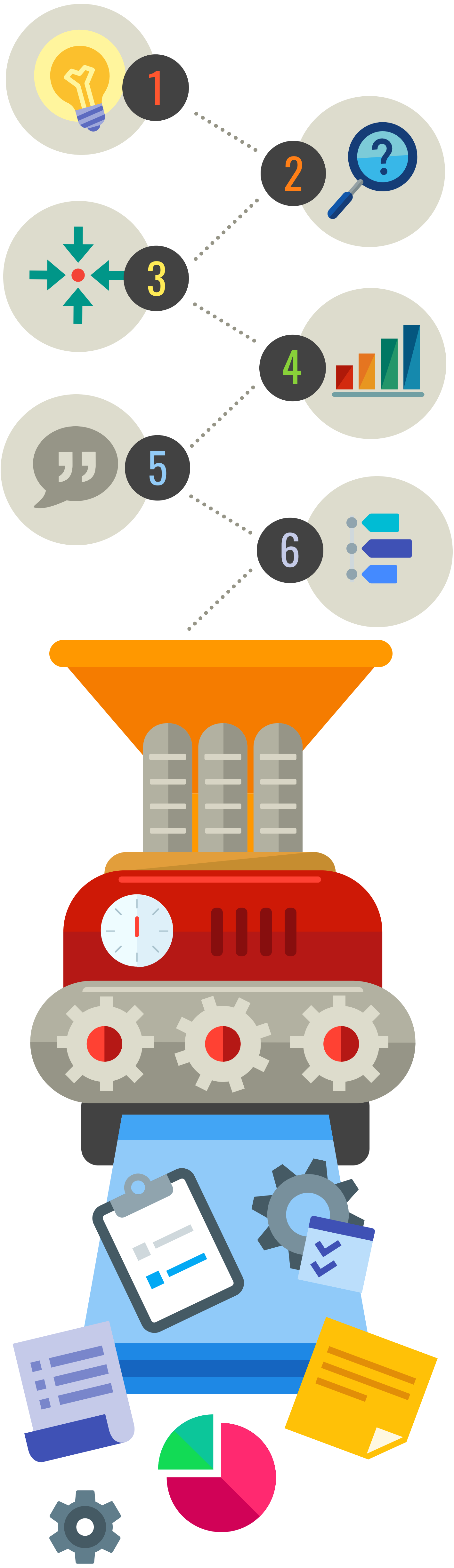
Do a time audit of how your team typically spends their days. Are they fighting fires all day long? What items are manual and repetitive? try: Breakdown by % of the day.

5. What actions would an ideal client take in your process?

If you think about the best client you could have - why are they the best? What criteria do they fill? What characteristics do they have? try: Creating a criteria checklist.

6. What KPIs and metrics do you currently track?

The basis of measuring change and making sure we are on track is having a place to start. What do you currently measure? What would you like to measure? think: Churn rate, Client to CSM ratio, Renewal



This is intended to be a guide. Each business is unqiue and may have different processes.