



What Customer Success Reports Boards Want to See

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Agenda

What board members care about when it comes to CS

How to package the data that's easy to understand

Proving out the efficacy of the CS department in relation to retention

Why Does It Matter?

The ultimate goal is to achieve higher valuation for the company

Valuation takes in a lot of different factors, including the amount of spend needed to get to certain revenue numbers

Companies with higher retention rates are valued much higher

POLL

Does CS Directly Report to the Board?

Yes

No

POLL

How Long Do Board Slides Take to Prepare?

**Under 1
hour**

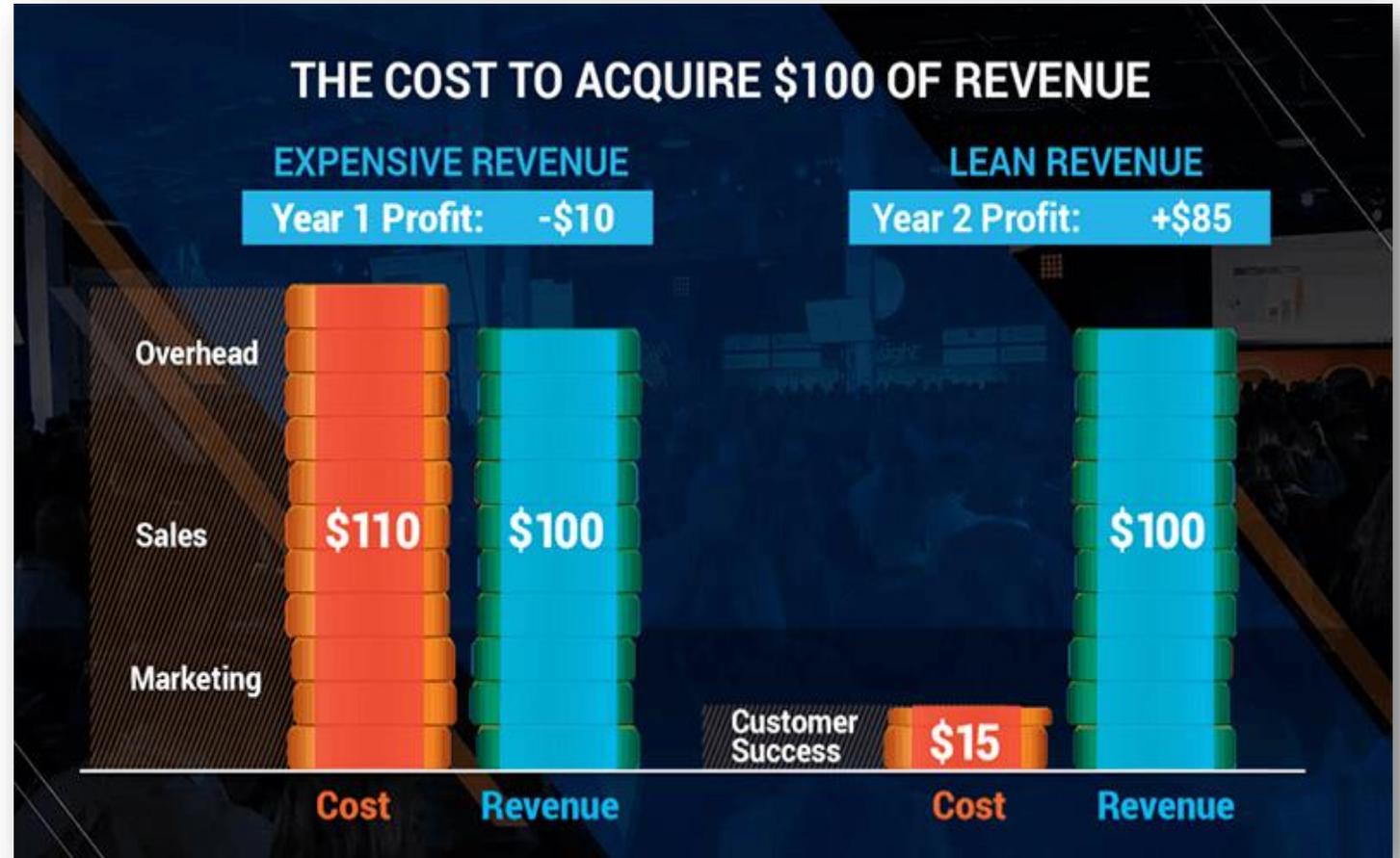
**1 to 3
hours**

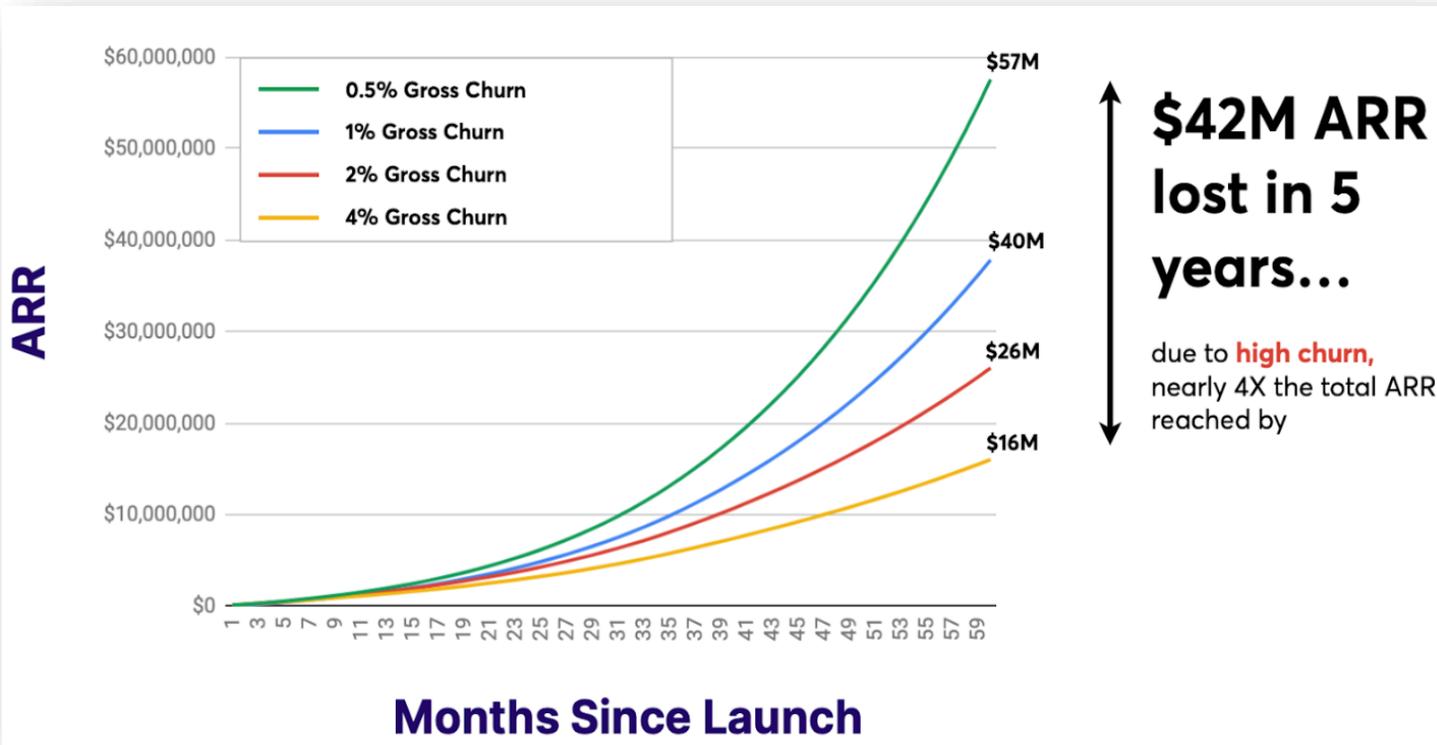
**Over 3
hours**

Cost & Impact of Higher Retention

New business has high CAC

It is 5-25x more expensive to acquire a new customer vs. retain a current customer





Cost & Impact of Higher Retention

Compound effects of higher retention

Small changes make for a very large differences in the long run

Other Metrics Boards Review

It's more than just retention rates

ChurnZero Churnopedia

Annual Contract Value (ACV)

Average Revenue Per User/Unit (ARPU)

Backlog

Billings

Bookings

Churn Rate (Simple)

- Churn Rate by Customer Count
- Churn Rate by Recurring Revenue

Churn Rate (Less Simple)

Negative Churn

Cohort

Cost of Goods Sold (COGS)

Customer Acquisition Cost (CAC)

Customer Acquisition Cost (CAC), Recovering

Customer Health Score

Customer Lifetime

Customer Lifetime Value (CLTV)

CLTV : CAC Ratio

Gross Margin

Net Promoter Score® (NPS)

Renewal Rate

Revenue

Deferred Revenue

Recurring Revenue

Monthly Recurring Revenue (MRR)

Annual Recurring Revenue (ARR)

Expansion Monthly Recurring Revenue (MRR)

Unit Economics

How to Present the Data

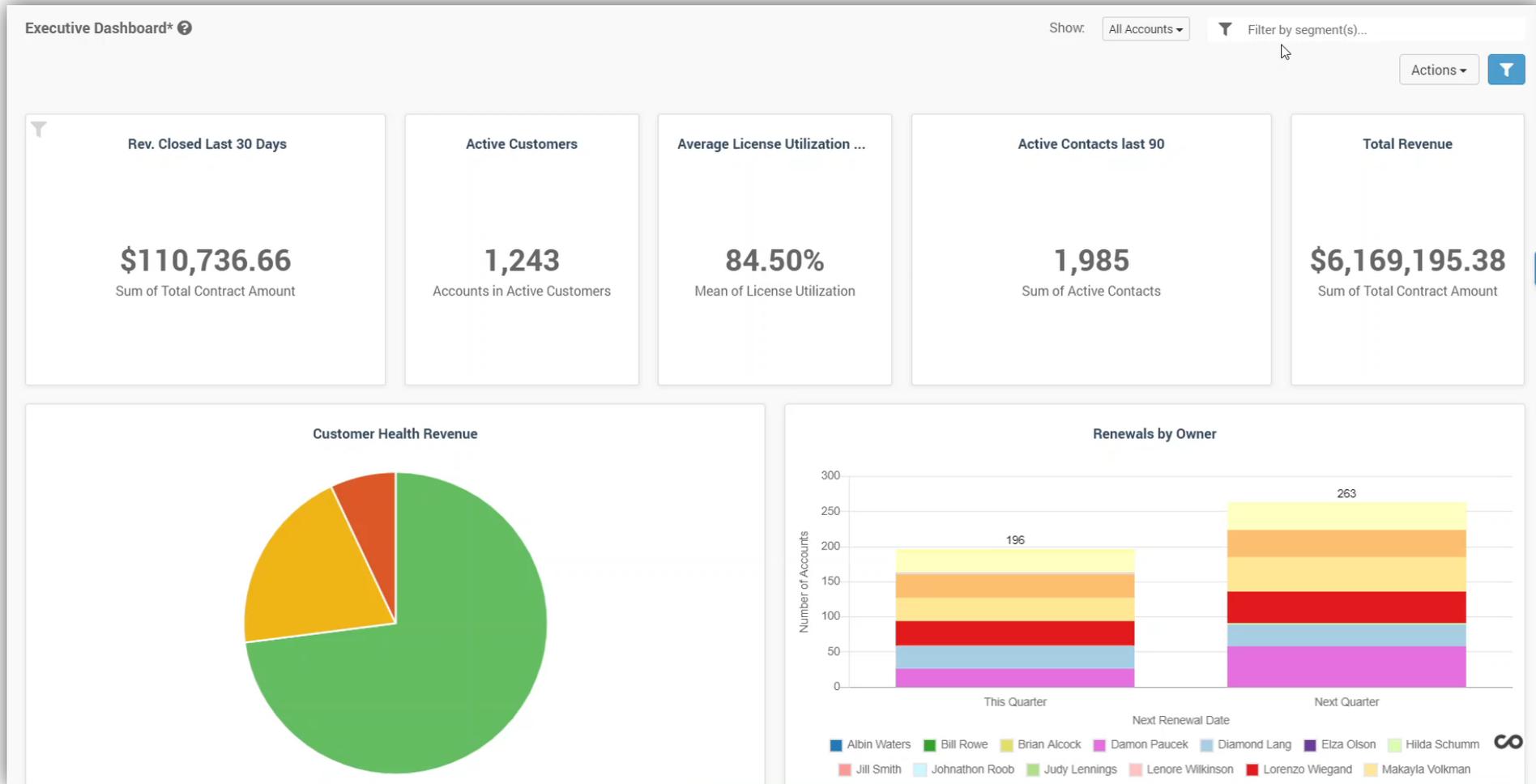
CS reporting is inherently difficult because it requires data from many different systems

Segmenting the data provides better granularity and can pinpoint areas that need assistance

Creating the reports within CS Platforms can save time as their main function is to aggregate different data sources

EXAMPLE

ChurnZero's Reporting & Segmentation



Proving the Efficacy of Your CS Operation

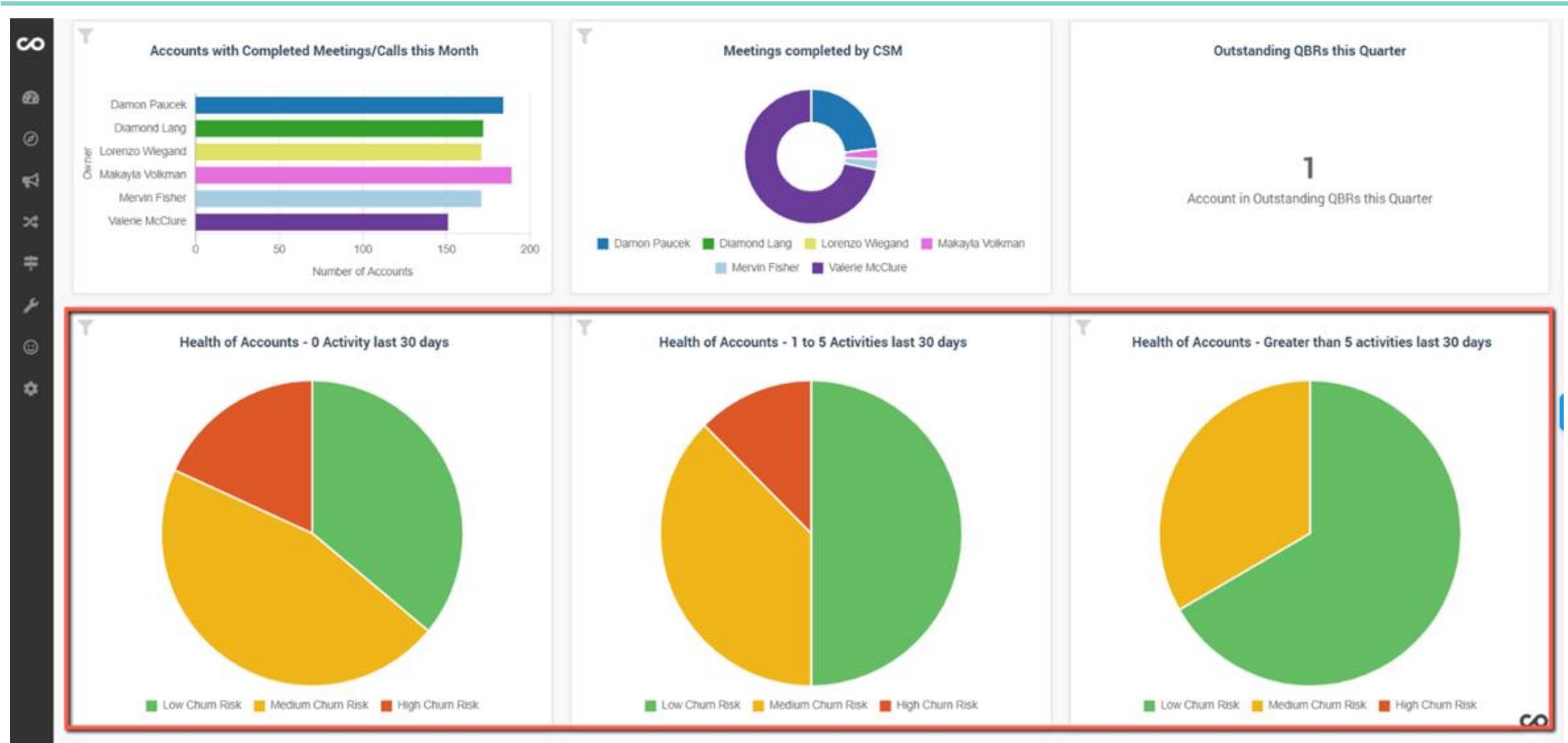
We need to add another layer of data –
Activity data from the CSMs

When tracking activity data, tracking what kind of data will allow better visibility of the type yields better results

Segmentation is of even greater importance. The ideal level of activity of a SMB customer will be very different than that of an ENT customer

EXAMPLE

Looking at Activity Level in Relation to Health

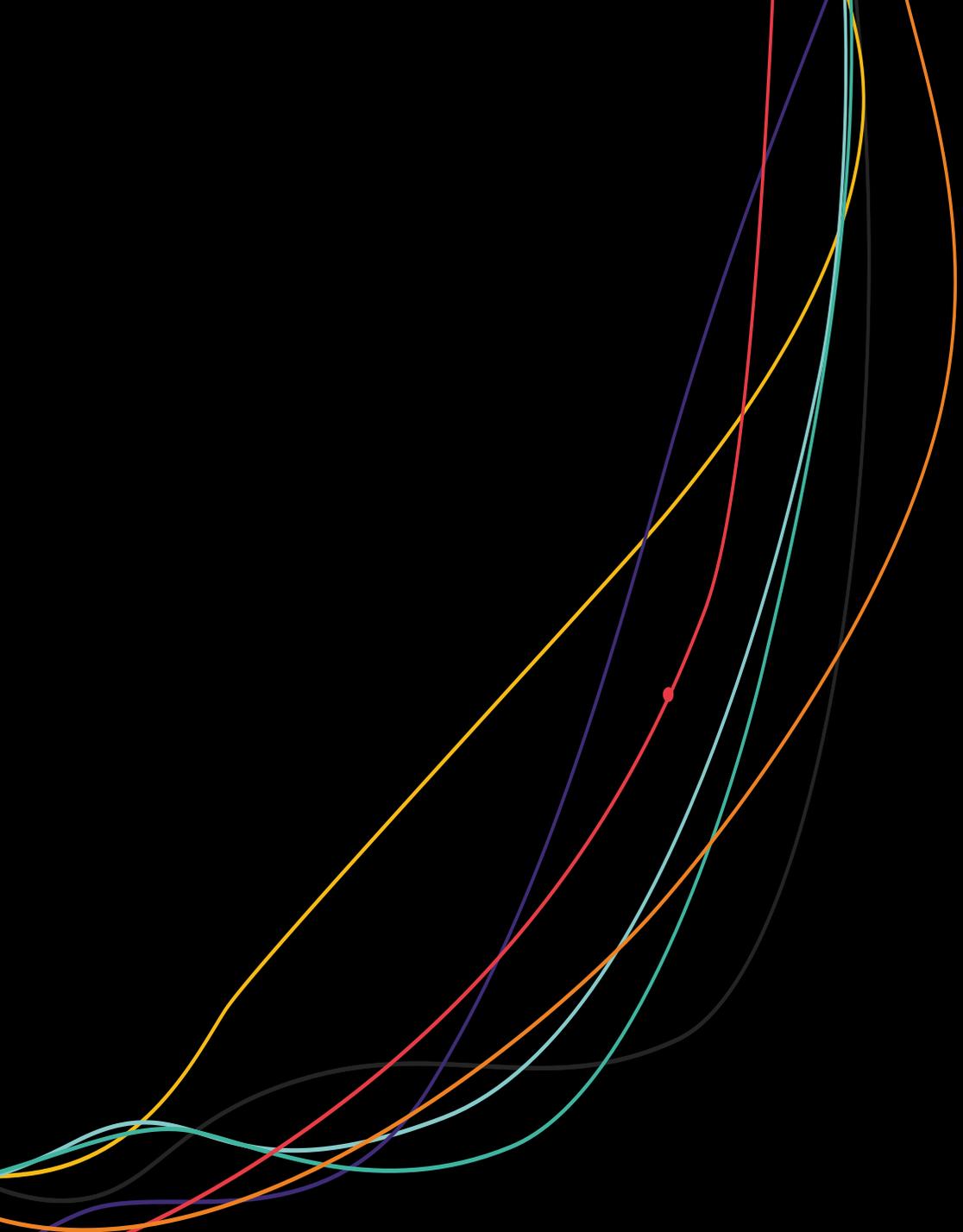


Small changes in retention will make huge impact on company valuation

CS Board reports use data from all systems

Segmenting the data makes it easier to understand and prove

Takeaways



Q&A

Thank You



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