The Digital Customer Experience is Reinventing the Brand

Nov 12, 2015
2:00 pm ET / 11:00 am PT

Welcome!
Featured Speakers

Kristen Yerardi
VP, Customer Success

Gary Sarkesian
VP, Customer Success & Account Management

WordStream

cvent
CEMDNA Playbook Strategy℠
Building Customers for Life
The Digital Customer Experience is Reinventing the Brand

Kristen Yerardi

11.12.2015
Welcome

• WordStream in a nutshell
• How have we changed from company first to customer first engagement?
• Where are we today?
• Do customers like it?
The Giant In-Bound Marketing Squeeze

Good-bye Free Clicks

- Platforms aggressively monetizing
- Looming Wall Street Expectations: GOOG, TWTR, MFST, FB
- Big companies can adapt.
SMBs Are Not Ready

Complicated Platforms
1,000 new AdWords innovations in 2013

Landing Pages
Can’t easily create – losing out on conversions

Growth in Mobile
Mobile overtakes desktop in 2015

“I tried it before and it didn’t work for me.”

“I just want leads & customers.”

Networks, Devices, Geo-Targeting, Day Parting

WordStream Confidential
WordStream Quick Snapshot

- Customer Acquisition in 20 Minutes Per Week
  - Paid search media platform focused on helping customers optimize their accounts
- SaaS offering targeting small to medium businesses (SMBs)
- Founded by Larry Kim in 2008
- 105 Employees, One Location: Boston Massachusetts
- $25M raised. Investors: Sigma Partners, Baird Capital, Egan Managed Capital
2010 – What were we doing?

• Onboarding consisted of one 1-hour call with a series of emailed PDFs
• Ongoing support utilized only email and phone was discouraged
• No chat function or webinars
• No online training materials, only product documentation
Realize Where You’re Falling Down

• Because SMBs struggle with paid search we realized that many needed help even learning the basics

• Customers were failing because they weren’t getting the guidance and help they needed. They didn’t know what to do.

• Without prescriptive help, we were sending our clients up the creak without a paddle. UGH! Horrible!
Create a Customer Success Mission

WordStream’s CS Mission:

• Drive the highest possible retention through exceptional support and service while delivering PPC insights and assistance to help businesses be successful with PPC.
What We Do Today

Onboarding Survey

Persona Assessment

Rick
Learner

Grace
Learner

Optimizer

Deliver Personalized Curriculum
Online Training Curriculum & Onboarding Video

https://wordstream.wistia.com/medias/6p42y9n2vt
Thorough Training Process

WordStream Onboarding and Training Timeline

**Training Portal & Webinars**
Throughout your time with WordStream, you will have access to a personal training portal to track your progress and find additional guidance. You will also have access to exclusive customer webinars, held daily.

**One on One Training**
During your training calls, you will have the Opportunity to work with a software & PPC expert in your account to get fully up to speed with PPC Best Practices, WordStream Advisor, and all it has to offer!

**Want to add Premier Consulting?**
With this additional service, you will schedule monthly calls with your rep to work 1-on-1 to discuss PPC strategy and gain customized insights specific to your account goals.
Give us a call at +1-617-849-6116
Customer Nurture Programs
On Boarding Nurture – Learner Path
Hi,

You already know how important it is to stay on top of your paid search efforts. Without careful monitoring and adjustments, you could be throwing money away on ineffective PPC strategies and missing out on valuable opportunities to expand your reach, grow your business and increase revenue.

But now you find the time to optimize your AdWords account, and where do you start?

In this free guide from WordStream, you’ll learn the top 5 secrets to optimizing your AdWords accounts for maximum performance and improved ROI.

You’ll learn:

- How to build a strong AdWords account structure
- How to focus on high-performance PPC keywords
- How to expand your negative keyword list effectively
- And so much more!

P.S. We want you to be 100% satisfied. If you find this email valuable or have any recommendations, we’d love to hear from you! Please send your feedback to Chris @ chris@wordstream.com.

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Complete Guide to Super-High Click-Through Rates

1. Average click-through rates for AdWords ads. When people ask, "is it worth it?" this often becomes their biggest worry. Even AdWords ads don’t perform as well as we’d like. How do you fix it?

WordStream sent emails with links step-by-step to explain how to improve click-through rates. The emails were straightforward, easy to follow, and effective. The clicks per click are the most important metric for pay-per-click campaigns.

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Are You Spending Your PPC Budget Wisely?

In these three new WordStream videos, we’ll teach you how to:

- Avoid making PPC mistakes with your online marketing costs
- Identify the most effective strategies for your budget
- Achieve the best retention and profits for your budget
- Incorporate key insights and tips to improve performance

Learn Now!
Swag

@BansiPathak - Jul 9
RT @KevinSCooke: Clickin' Ads and Taking Names! Thanks for the swag
WordStream #wordstreamer via larrykim

@ChrisMcHale tweeted
@BleepBleeps - Jul 31
So nice when people send you free stuff. Happy to be a #wordstreamer @wordstream thanks @ajchilds537

@ChrisMcHale tweeted
@AlexisIrias - Jul 27
What a pleasant surprise! Thank you @wordstream! We're pleased to be working with you! @inNuegoDigital
Industry Nurture


Hi Chris,

Keeping up with AdWords can be a full-time job in itself, let alone figuring out how to overcome the challenges of using AdWords for the food and beverage industry.

We thought we’d send you this article from the WordStream blog that will help you focus on the techniques that are most relevant to your industry.

Hope you enjoy the article!

Is there something you’d like to see us cover on the WordStream blog? Send a note to Chris @ WordStream.

Connect With Us: 🌐 linkedin 📱 Facebook

WordStream Confidential
Customer Marketing
Customer Spotlight

4 Ways Buhv Designs Improved Their PPC Life with WordStream

Welcome Buhv Designs to the WordStream Customer Spotlight!

Buhv Designs offers a variety of services focusing on digital marketing offerings for small and medium-sized businesses. “Our team is focused on helping businesses own their markets through local SEO, paid search, content marketing, and clean & elegant design,” says Robert Lane, Partner and Owner of Buhv Designs. “We have been adding new services like crazy over the past 18 months, and we consider ourselves an end-to-end digital marketing agency.”

This might seem like a dream come true, but it’s clear that Buhv Designs faces two major challenges. The first is being a startup with limited bandwidth and resources, and the second is being an agency in itself.

Read on to hear their story...

Have a paid search success story to share? Step into the Customer Spotlight! Contact us today to get your business featured in our series.

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Fasten Your Seat Belt! Seatbeltplanet.com Shares 5 PPC Strategies Used to Improve ROI and Increase Efficiency

Welcome Seatbeltplanet.com to the WordStream Customer Spotlight!

As a seven-person operation, Seatbeltplanet.com employees are tasked with juggling multiple responsibilities to ensure the prosperity of the business.

Jason Neill, the Operations Manager at Seatbeltplanet.com, oversees all of the company’s marketing efforts, and with his bandwidth stretched thin, Jason turned to WordStream to help with their paid search marketing.

If you want to get more out of your paid search campaigns without putting in more hours, check out this Customer Spotlight. Jason from Seatbeltplanet.com shares 5 PPC strategies he used to help improve ROI and increase efficiency.

Read on to hear their story...

Have a paid search success story to share? Step into the Customer Spotlight! Contact your Customer Success Rep today to get your business featured in our series.
Customer Spotlight

- Customers reach out to me monthly to participate in the Customer Spotlights
- Sales team can use to send to prospects
- Website page coming soon
Monthly Newsletters

What’s New @ WordStream?

July 2015

NEW FEATURES

We Now Support Upgraded URLs
Ad, keywords, adtexts, and placements all new use upgraded URLs. Google has replaced the Destination URL field with the field, Final URL. You can think of the Final URL as the landing page. There is also a new field for URL Tracking Templates. Tracking Templates can be defined at the Account, Campaign, Ad Group, or Ad level. This is beneficial for setting up cell tracking for an entire account. Check it out >

We Now Support Callout Extensions
Callout extensions can be found in the “Show Me More” menu in Manage PPC. Define new Callouts in the Library area then associate the Callouts to individual Campaigns or Ad Groups. By default Campaigns and Ad groups inherit Callouts associated at a higher level. Check it out >

Log In to WordStream Ask a Question

[Live Webinar] The #1 Trick to Get the Click: Learn How to Write Great PPC Ads In 30 Minutes
Writing ad copy for PPC can be tough, especially when you only have 25 characters in the headline to capture your audience’s attention. The good news is you don’t have to be a professional copywriter to whip up persuasive, compelling ad text that prospects can’t resist clicking.

In our next customer-exclusive webinar, WordStream’s founder and CTO Larry Kim will walk you through a 30-minute exercise that will help you improve your PPC copywriting skills immediately. You’ll learn:

- How to identify your business’ differentiating characteristic
- How to write a killer call-to-action
- And much more!

Register Now

Daily WordStream Webinars
The Customer Success team here at WordStream host daily training webinars exclusive for WordStream customers only. These webinars will help you as a customer utilize WordStream Advisor to the fullest as well as keep you up-to-date on PPC best practices.

To sign-up for a daily webinar, please click on the link(s) below and complete the short form.

Monday: WordStream Made Easy
Tuesday: PPC Made Easy
Wednesday: WordStream Made Easy
Thursday: PPC Made Easy
Friday: WordStream Made Easy

Get Involved
Here at WordStream, our philosophy is to let you, the client, drive feedback for product development. As we work on exciting new initiatives, we would love to hear your feedback on them! Sign up for our Beta Testing Program today.

Sign Up Now

FREE RESOURCES
Live Webinars

7 PPC Shortcuts to Simplify Your Life & Save Time
Exclusive Customer Webinar
4/23/15 - 11AM ET

There are thousands of features in Google AdWords - so many that it is difficult to know most of them, let alone successfully use all of them. You could spend 60 hours a week for the rest of your life learning AdWords, but who has time for that?

In our next exclusive customer webinar, paid search expert Jeff Stevens will walk you through 7 PPC shortcuts to simplify your life and save time.

These shortcuts will separate the must-haves from the nice-to-haves, and provide you with the knowledge you need to get superior results without burning the midnight oil. You'll learn:

- How to create winning landing pages for your ad groups
- What the magic number of keywords you should target is
- Best practices to use bid manipulation effectively
- How WordStream Advisor can simplify these shortcuts even more!

Register Now!

Super Easy Ways to Fix The Most Common PPC Red Flags
Exclusive Customer Webinar - 3/12/15 - 1PM ET

Whether you’ve just started creating campaigns in AdWords or have a well-established PPC account, let’s face it; mistakes still happen. These “red flags” often result in lower ROI, more wasted ad spend, and poor Quality Scores.

In our next exclusive customer webinar, WordStream paid search experts will share the most common account-level red flags they see from clients, and show you how to fix them - fast! You’ll learn:

- Which Google-recommended network setting might actually be hurting your account
- How to trim costs with negatives and keyword match types
- Which metrics we monitor for account success
- How to use WordStream PPC Advisor to combat these common pitfalls!

Register Now!
Hi Chris,

I noticed you’re an active user of WordStream’s Call Tracking software, and I wanted to let you know about an exciting new feature I think you could benefit from.

As you may know, our 20 Minute PPC Work Week dashboard provides smarter recommendations when conversion tracking is set up. Many advertisers don’t turn on conversion tracking because most of their conversions come from phone calls instead of online form submissions.

Sound familiar? If so, you’re going to love our brand-new feature, “call conversions.” With this new feature:

- **Dictate** which phone calls should be counted as conversions.
- **Group** your call conversions with any other conversion tracking you may have in place.
- **Get the bigger-picture view** of how your offline conversions factor into your overall performance and a better idea of how your campaigns are driving phone calls.
- **Inform WordStream’s 20 Minute PPC Work Week** to make recommendations about bids, negative and costly keywords etc., based on what drove the phone calls you receive.

[Click here to see how it works and how to get set up quickly and easily.](#)

Thank you!

**Chris McNamara**
Customer Marketing Manager | WordStream
177 Huntington Avenue | Boston, MA 02115

P.S. If you don’t take advantage of the new functionality, don’t worry! Your Call Tracking will continue to work as normal and you don’t need to make any changes.
AdWords Announcements

From: WordStream Support <support@wordstream.com>
Reply-to: support@wordstream.com
To: 
Subject: Changes to AdWords

Hi,

Have you ever noticed that Google loves experimenting with different ad variations on their search engine result pages (SERP)? Usually these tests are impromptu and short-lived, but Google recently announced a new mobile ad format that is here to stay. Here are the details you need to know to help you stay ahead of the curve...

What’s changing?

Starting this week, Google’s mobile SERPS will display ads in which ad extensions are substituted in the place of the second line of ad text.

Don’t worry, Google won’t be scrapping their standard mobile text ad format completely as both versions will be co-existed for the time being.

Note: For advertisers not using extensions (or whose extensions are not expected to have positive performance), Google may still eliminate the second line of their ad without adding anything in its place.

Why the switch?

Google claims it’s all about optimizing the audience’s experience on the SERP: By eliminating the second line of ad text, they can swap in an extension, which gives the user easier access to more information about the business.

So, as PPC advertisers, what should we be doing?

There are a few easy steps we can take to mitigate the impact of this change and ensure it works to our benefit. Here are a few action items:

- Be sure that the headline of your text ad makes sense on its own: Your most important.
Hey Chris,

My name's Chris McHale - I'm the Customer Marketing Manager here at WordStream.

I was reading through responses from our customer satisfaction survey and your feedback caught my eye. It's extremely rewarding when customers tell us that we're helping them grow their businesses.

Would you consider sharing your experience by posting a review for WordStream? In addition to providing feedback, your online review will help our customers (and future customers) learn about who we are and how we can help.

Click here to write review

I really appreciate your help. Please let me know if you have any questions, or if there's anything I can do to make your WordStream experience even better.

- Chris

P.S. Your time is valuable and I'm sure you're super busy. As a thank you, I'll send you a $30 Amazon gift card for submitting a review. Thanks!

Chris McHale | Customer Marketing Manager
WordStream, Inc | 177 Huntington Avenue | Boston, MA 02115
cmchale@wordstream.com
Customer Reviews - Response

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Updated On July 21, 2015

Improved PPC Management Efficiency and Improved Results For Clients

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Updated On June 4, 2015
✔️ Validated Review  ✅ Verified Current User

Wordstream was solely responsible for expanding our business into PPC

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Updated On May 19, 2015
✔️ Validated Review  ✅ Verified Current User

WordStream Makes Adwords Work For You!

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Updated On May 4, 2015
✔️ Validated Review  ✅ Verified Current User

Outstanding product and service

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Updated On May 12, 2015
✔️ Validated Review  ✅ Verified Current User

Great Tool. Excellent Customer Service.

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Judy K.
## Email Stats

<table>
<thead>
<tr>
<th>Email</th>
<th>Average Open %</th>
<th>Average Click To Open %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Spotlights</td>
<td>31%</td>
<td>11%</td>
</tr>
<tr>
<td>Monthly Newsletters</td>
<td>35%</td>
<td>10%</td>
</tr>
<tr>
<td>On Boarding Nurture</td>
<td>57%</td>
<td>24%</td>
</tr>
<tr>
<td>Industry Nurture</td>
<td>52%</td>
<td>56%</td>
</tr>
</tbody>
</table>
Monthly Live Webinars

• Average registration: 250 people
• Average attendees: 100 people
• Average reg to attend rate: 40%

What customers are saying:

“Thanks, these webinars are soooo good! Keep them coming! Jeff did spectacular work.” – Ville Ekman

“Very interesting. Thank you!” – Jeannie Fiesta

“That was really great!” – Mark Ryan

“Love your webinars and this presenter did a very good job!” – Marti Rowan

“great webinar!” – Jared Broussard

“Thank you for a really informative webinar” – H Bondar
thank you!

Questions?
The Digital Customer Experience is Reinventing the Brand

Gary Sarkesian
Cvent at a Glance

- **Founded**: 1999
- **Employees**: 1,730+
- **HQ**: Tysons Corner, VA (D.C. Metro Area)
- **Network**: 14,000+ Customers, 200,000+ Suppliers
- **FY14 Revenues**: ~ $145M
- **Technology**: Single-instance, multi-tenant SaaS Architecture
<table>
<thead>
<tr>
<th>Event</th>
<th>Hospitality</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 of 5 Top Aerospace &amp; Defense Cos.</td>
<td>10 of 10 Top Hotel Chains</td>
</tr>
<tr>
<td>7 of 14 Top Technology Companies</td>
<td>10 of 10 Top Luxury Hotel Brands</td>
</tr>
<tr>
<td>4 of 5 Top Pharmaceutical Companies</td>
<td>3 of 3 Top Venue Selection Companies</td>
</tr>
<tr>
<td>6 of 10 Top Healthcare Insurance Firms</td>
<td>24 of 25 Top Meeting Management Cos.</td>
</tr>
<tr>
<td>4 of 4 Top Accounting Firms</td>
<td>4 of 5 Top Travel Management Cos.</td>
</tr>
<tr>
<td>4 of 5 Top Credit Card Companies</td>
<td></td>
</tr>
<tr>
<td>3 of 6 Top Life Insurance Companies</td>
<td></td>
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</tbody>
</table>
$7 Billion Total Addressable Market

$565B Global Spend on Meetings and Events

$103B Meeting Spend on Hotels

Corporate Buyers

$27B Manual Processes and Software for Event Management

$4B Hotel Group Marketing

$2B Online Marketing

TAM

Source: Frost & Sullivan estimates for Event Management Software in 2012 and Cvent Estimates for Online Marketing

Note: $565B spent on events and meetings in 2012 includes accommodations, transportation, and other support
Companies Have Fallen Behind in Tapping Into Digital Networks

So People Have Moved...

- Mobile
- Social
- New Digital Channels

- Approximately 1 Billion “Digital Natives” Have Migrated in the Last 3 Years
- Traditional Marketing Increasingly Won’t Reach Them
Disruptors

Most apps today are very transactional, but customers want the whole experience to be on their phone.

Disruptors:

- The more we want to be connected the more we want to connect – The Human Experience Intensified
  - Regardless of how powerful and impressive your customer-facing front end is, your employees are the most significant factor in determining the customer experience.
  - Gamification: a tool helping employees deliver a better customer experience

- Companies are onboard customers at a fraction of the cost of traditional methods
  - Number26 onboard customers in 6 minutes

- Think about your experiences:
  - We can move money
  - We cannot use a service, raise a request, get advice, alert you, etc.
    -- See the gap?

- What do customers want?
  - Full control
  - Personalized service and advice
  - Understanding and immediacy
  - Awareness accountability
After a company’s website, **tradeshows & events** are the most effective B2B marketing initiative.

Source: Forrester Research, Inc.
Engage the right community for the purpose of innovation.
Customer Journey – Key Milestones

On Boarding
- Create partnership
- Help define customer vision
- Deliver Initial Service and Training

Additional Svcs
- Extend customer vision
- Improve Business Processes
- Achieve more than customer can

Customer Journey

Acct Mgmt/Adoption
The Event Journey

Post Conversation, Pre Event

During Conversation

Send thank you, encourage attendees to give us feedback, and direct them to session recordings.

With push messaging and the mobile app for the event

During Event

Daily reminders that talk about the day’s activities and talk about what happened earlier. We also coordinate these reminders with push messaging and the mobile app for the event.

Individual sessions.

After you register, emails confirm registration and hotel accommodations, and that encourage you to sign up for individual sessions.

Build excitement around the event by steadily releasing more and more details, including keynote speakers, entertainment, charity efforts, etc.
“The Event Effect”

- **SMMP**
- **CFO**
- **CPO**
- **CMO**
- **CRO**
- **CHRO**

**Process**
- **Participant Experience**
- **Content**
  - Structured & unstructured data
  - Past vs. real-time

**Business Insight**
The *Event Effect* Drives Every Major Metric

<table>
<thead>
<tr>
<th>Metric</th>
<th>Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planner Engagement</td>
<td>+32%</td>
</tr>
<tr>
<td>Lead Conversion</td>
<td>+39%</td>
</tr>
<tr>
<td>Productivity</td>
<td>+27%</td>
</tr>
<tr>
<td>REDUCE Booking Costs</td>
<td>+15%</td>
</tr>
<tr>
<td>Sales</td>
<td>+28%</td>
</tr>
</tbody>
</table>

Average Percentage Improvements Reported by Customers

Source: Cvent Customer Relationship Survey conducted March 2013, by an independent third-party, Confirmit Inc., on 5,200+ customers randomly selected. Response sizes per question vary.
Renewals Timeline and Engagement

**Proactive Monitoring**
> 12 Months to Renewal

- Manage overall customer health
- Develop/review business value metrics with key sponsors
- Chatter on renewal opportunity
- Leverage AT RISK Account

**T-200 Acct. Review (CSR)**
6 Months to Renewal

- If needed, enter and manage AT RISK Account based on risk level.
- If identified as Risk Plan owner, drive actions and scheduling future check-in calls.

**Mobilize & Strategize (Renewal Discussion)**
180 Days

- Assist with any plays from the playbook (Adoption, Blueprint, CHI, etc.) as appropriate.
- Manage AT RISK Account based on progress against plays (as needed).

**Negotiation**
90 Days to Contract End date

- Execution of mutual close plan
- Update AT RISK Account based on progress against close plan
- If attrition or reduction, agree on Reasons for Loss (root cause).
- Mitigate risk for subsequent renewal.

**Post Renewal**

- If attrition or reduction, agree on Reasons for Loss (root cause).
- Mitigate risk for subsequent renewal.
- Update renewal opportunity and forecast.

**Account Mgmt/CS/Engineering TEAMS**

- Work closely with customer to identify any potential risk to renewal.
- Create AT RISK account or prescriptive action when risk is identified.
- Actively participate in T-200 Account Review.
- Assess current state of contract; participate in contract review.
- If identified as Risk Plan owner, drive actions and scheduling future check-in calls.
- For the largest renewals and for Top accounts; lead the renewal conversation with the CS and Engineering in supporting role.
- If identified as Risk Plan owner, drive actions and future check-in calls.
- Identify all add-on and upgrade opportunities; ensure incremental ACV is accurately forecasted.
- Escalation point for AT RISK accounts and difficult negotiations.
- If attrition or reduction, agree on Reasons for Loss (root cause).
- Mitigate risk for subsequent renewal.
- Identify add-on opportunities to re-build ACV.

- Review customer account and summarize contract terms and renewal products and update forecast.
- Initiate T-200 review with Account Team to drive action on at risk renewals; AM documents collaborative discussion and agreement of risk mitigation plan.
- Review all renewal details.
- Determine customer-facing renewal lead, agree upon renewal strategy, and mobilize extended team as needed.
- Leads the renewal conversation (AM to ‘lead’).
- Confirms risk assessment and determine appropriate play.
- Engage customer, establish mutual plan to close, negotiate and close renewal.
- Leverage renewal plays as needed based on risk assessment.
- Own renewal opportunity record and renewal ACV forecast, and includes in weekly 90-day rolling forecast submission.
- If attrition or reduction, agree on Reasons for Loss (root cause).
- Mitigate risk for subsequent renewal.
Playbook – Renewals Plays

1. Economic
   - Reduction in Force
   - Cost Cutting
   - Flexibility Requirement

2. Adoption
   - Unused Registrants
   - Product no longer matches needs
   - Low TLP

3. Political
   - Management Change
   - Mergers & Acquisitions
   - Lack of Sponsor

4. Competitive
   - Price Driven
   - Functionality Driven
   - Culture Driven

5. Price
   - Multi year ramp
   - Analyst Influence
   - Transfer to Reseller

6. Oversold
   - License Transfer
   - Sold wrong product

7. Renewal
   - Positive Réponse to Renewal
   - Conversation
Beyond The Renewal Event

How do AMs and CS collaborate after the renewal to mitigate future risk and accurately capture reasons for loss?

Lessons learned and root cause analysis for significant losses

Contract review to flag potential future risk and plans to mitigate

Leverage the T-12 Account Review to identify risk 12 months before

When choosing a Reason for Loss, look at the root cause. Ask yourself: ‘If we could have impacted one thing to mitigate the loss, what was it?’
9 Key Functions – Customer Success Framework

- Account Management
- Upsells in existing logos on existing products
- Identifying Targets of Opportunities for Cross-sell

- Solution Alignment
- Customer Enabled
- Continuous Improvement – Stability, Adoption and Consumption
- Renewals

- SUPPORT & ONLINE COMMUNITIES
- EDUCATION
- IMPLEMENTATION SERVICE DELIVERY (INTERNAL AND PARTNER)
In Summary

- Businesses customers are also demanding the level of service and the seamless fluidity they experience when they have an individual customer experience.

- Since the number of contributions is quite high, it produces a richer result.

- Make it very easy to contribute.

- Simplify your organizational structure to support a Customer Success Framework to ensure strategic speed (clarity, unity and agility).

- Drive Value = Measurable Results Achieved + Process Improvement outweighs the cost of the solution + maintaining the solution.

- It's time for some lateral thinking on the customer experience, and for organizations to open their eyes to how inextricably linked employees and customers of all types are.
Thank You!

Q&A

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VP, Customer Success & Account Management
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Check for upcoming webcasts at
www.omegascoreboard.com/webcast.php