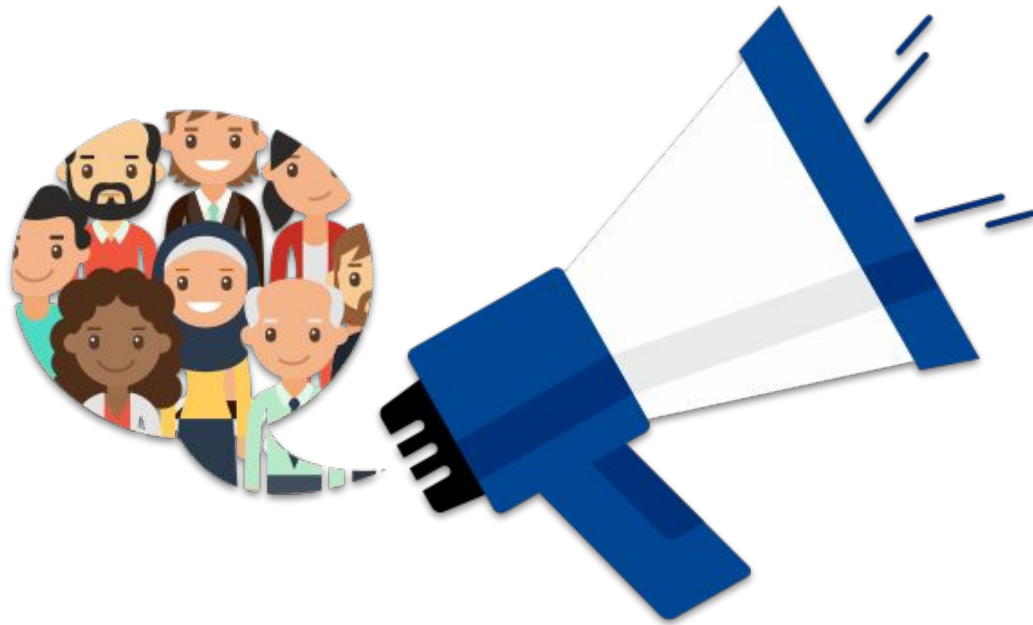


# Power your Customer Program with the Voice of your Customers



Dana Alvarenga

*Director Customer Experience @ SlapFive*



# Customer Programs

## Customer Program

The experience your customer has post sale. From onboarding, to training, to a formal advocacy or customer voice program where the customer elects on how to participate and benefits from learning from their peers. It's no longer about the points, gift cards, and iPad prizes. It is now about peer to peer networking and elevating the personal brand of your customer, and building personal relationships with your customers. The relationships come first and the advocates after.

## Ongoing Customer Voice Program

Engage customers in an ongoing customer voice program where there is a two-way exchange of value, in which customers expect to be periodically asked to share their advice, experiences, and knowledge and participate enthusiastically. Track the engagement activities of your customers to help drive and promote acts of advocacy while providing insights to your most and least engaged.



# Three Phased Approach

## Phase 1: Planning

- Update and create member list or clean up historical customer data if applicable.
- Brainstorm and name the program and who to invite along with what's in it for them.
  - **Remember do your research on your market, industry and customers to understand what type of customer program they will engage in.**
- Allow sales to nominate customers to join the program
- Create Customer Invite/Sign up Form
- Draft invite email for customers you are inviting and for sales to help them find nominations.
- Create welcome video/job aid for customers and internal use.
- **Present all of this to key leadership in all departments so all departments are on board and on the same page.**

# Planning the Customer Program

## Planning stage:

- Name it (internal poll)
  - Be creative. Ask internal stakeholders and even allow your customers the chance to name the program. Get them involved right at the start.
- Options for Customers (survey your customers)
- Recognition (different than an awards program)



## SlapFive RockStars Our Customer Voice Program



• PRODUCT FEEDBACK

• NETWORK WITH  
PROFESSIONALS

• PARTICIPATE IN WEBINARS



• SLAPFIVE ROCKSTAR OF THE  
MONTH

• EXCLUSIVE ACCESS TO A  
PRIVATE SLACK GROUP



• SLAPFIVE RECORDED  
REFERENCES

• SLAPFIVE CASE STUDY 2.0



# Who should you invite?

## Customer Programs

Who should you invite and why

### Nominations from sales



Sales knows a lot about their customers. This will most likely be the harder list or info to gather but will be very valuable.

### Previous Case Study participant



If it was you that interviewed the customer or your predecessor that customer has already raised their hand to share their voice their insights challenges, and their successes.

### Previous Event Speakers



These customers have already shown they are advocates. You know how they speak and have heard their story.

- Involving other teams up front will help in the long term success of your customer program
- Low hanging fruit are the customers who have already engaged with your company in some form.



# What is in it for them?

- Define the '*What do I get out of it?*' for your customers. Examples:
  - Share knowledge, experience, and advice with peers to be recognized as a thought leader in the industry.
  - Showcase the innovative things you are doing.
  - Network with other Customers to learn about their successes and initiatives – via Meetups Virtual and in person, and an exclusive Slack channel or community platform.
  - Gain insider access to product roadmap, as well as provide input on current and future products and services
  - *Free Certification or Consult services* for members if applicable
- Add in an award or recognition piece to the customer program along with frequency and criteria to receive that award.

# Three Phased Approach

## Phase 2: Executing

- Define Activity/Engagement types from your survey to ensure your 'what's in it for them' is clearly defined.
- Invite Customers with invite form and Welcome email.
- Announce launch of the program externally and internally. (PR, Blog, Social Media, Internal fanfare)
- Train internal sales team on process.
- **Rinse and repeat when new leadership or team members come on board, make this part of new hire onboarding.**



# Launch of SlapFive RockStars



20  
JUL  
2019

## SLAPFIVE ANNOUNCES THEIR CUSTOMER VOICE PROGRAM

0 Dana Alvarenga  
Customer advocacy, Customer experience, Customer success, Customer Voice Marketing, SlapFive

TGIF! We are rolling into a heat wave here in Boston this weekend but there is even hotter news to report from the SlapFive front. Today we officially rolled out and formalized our very own Customer Voice Program, SlapFive RockStar.



We have partnered with our customer base to build a group where they will get the opportunity to share knowledge, experiences, and advice with their peers along with being recognized as thought leaders in the industry. Thought leaders in the industry of customer marketing and advocacy but also within their own industries.

Our SlapFive RockStars will be showcasing the innovative things they are doing with customer voice. They will truly be the definition of a rock star in the Customer Voice community throughout their journey with us in the program.

### rock star

ADULT

noun: rockstar

a famous and successful singer or performer of rock music:

"a teen-idol rock star"

• a person treated as a celebrity, especially in inspiring fanatical admiration:

"she was a total rock star with paparazzi chasing her"

Ready to take the plunge into a new way of doing customer voice? Check us out and reach out to schedule a strategy session. Learn more about [SlapFive](#).

CUSTOMER EXPERIENCE CUSTOMER VOICE CUSTOMER VOICE PROGRAM CUSTOMERS





# Three Phased Approach

## Phase 3: Management

- Thank members for joining.
- Invite into a private exclusive Slack Group or a community.
- **Create a calendar of events for engagement activities and touchpoints.**
- Host Micro Customer Programs
  - Product enhancements, roadmap, and most importantly peer networking.
- Target customers throughout their customer journey with various acts of advocacy.
- Track and report on engagement level.

# Timeline Progress Steps

1. Three Phased approach 30-60 days
2. Launch of your program - hype for 1-2 weeks internally and externally
3. 30 days after Launch of your program do an evaluation
4. Each quarter track engagement score points for members, see where gaps are in activities and members
5. Create a new content calendar each month or quarter to ensure there are varied events and customer voice capture opportunities.
6. Annual award a top member
7. Reevaluate members annually and ask them again if they want to join or change their activities willing to do
8. Survey customers annual on their feedback for the program
  - Based of results pivot and change or enhance program

# Managing Members, Activities, & Engagement

- Have one central place for all things customer that everyone has visibility into.
  - Helps track health scores and forecast renewals.
- Reconfirm what membership means if you need to re engage with a customer.
- Also allow a customer to be deactivated from the program, and define how that could occur for Sales/CS.
- Once live there's a customer facing score or scorecard. You can also have a backend engagement score that tracks EVERYTHING.
  - I recommend to partner with CS and the customer health score. The engagement score can help contribute to customer health.

Activity Types	Engagement Score
Provide feedback	10
Provide input on product/service	10
Share experiences with peers	20
Network with peers	20
Share examples of value received	30
Provide a quote	10
Do a live interview	50
Take a customer reference call	40
Speak at an industry event	50
Speak at a customer event	50
Speak on a webinar	30
Attend a customer event	25
Attend a webinar	15
Join CAB	20
Attend a CAB meeting	30
Speak with an industry analyst	35
Speak with the press	30
Receive an award or recognition	40
Receive an appreciation gift	10
Write a peer review	20



# Micro Programs

Give various opportunities for customers to network, give feedback, share, learn and grow.

- Cohort Meetups on relevant topics - virtual now, in person at customer events in future
- BackStage Pass - exclusive sneak peek into your peers successes and challenges, intimate topic themed sessions led by customers for the customers
- Partner events exclusive to members
- Panelist of Therapy Webinar sessions
- Product feedback sessions
- Roadmap input sessions
- User Groups
- *Future: Major city road shows*

## The many layers of a customer program

Product  
feedback  
sessions



Peer to Peer  
networking



Voice of the  
Customer



# Measure the impact

## *Know the Numbers!!!!*

### **Number of Advocates:**

Be sure to be able to measure month over month, quarter over quarter and year over year growth. How many companies have one advocate versus multiple?

### **Total Engagements:**

Be able to slice and dice the activities your advocates have participated in. Break down engagement by customer, company, industry, product, competitor replaced. You'll glean some key insights with this deep dive of the data.

### **Impacting Revenue:**

Did sales close a big deal that was influenced by a reference? How is ARR impacted? How many renewals occurred in last quarter were from companies with active advocates?

### **Use of Customer Voice:**

Using the voice of your customers and infusing it everywhere. How many times was content reused, where is content shared, how many views of the content.





# Things to remember

1. Tie executive leadership into your Three Phases
  - a. Share successes, share successes and share successes. Be loud!
2. Customer Voice Program can help impact other departments.
  1. What's in it for them. Give your customers a choice and the time commitment.
    - b. Send the unexpected thank you gifts, build trust, and build relationships
  2. Review the program on annual basis.
    - b. Use program results and tracking to help arm Customer Success in their EBRs.
  3. Go with a theme that resonates and can continue throughout.
    - b. Help customers up level their careers and brands



## Launching a Customer Program

- Target list of customers to invite
- Email copy for program details
- Customer invite form
- Sales nomination form
- Webinar opportunity for speakers
- Case study opportunity for customer
- Networking event for members
- Internal Announcement
- Success goals defined
- Welcome program presentation
- Communication channel defined
- Awards program and qualifications
- Pat Yourself on the Back!

# Share Successes

