SOLUTION GUIDE

Facilitated Adoption

Exceptional Products Delivering Exceptional Experiences

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Facilitated Adoption

- The period from initial evaluation (even before purchase) through realization of customer-defined success goal
- Not just installation and setup (though that is critical)
- Continuously reinforced throughout the entire customer lifecycle, including customer loss and/or indicators that the customer has fallen away from their success goal
- Includes every customer touchpoint - physical, digital, interactive - across the entire organization, including sales, fulfillment, installation, migration, and support.
- Essentially, a **'Red Carpet'** onboarding and engagement experience.

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Done right, **Facilitated Adoption** should drive profit and measurable ROI.

The most successful businesses do not treat these activities as a cost center.

Retention – For SaaS businesses, CAC and LCV define valuation. Retaining a hard-won customer can easily return 10x vs acquiring a new one. This is especially critical for bundled solutions.

Upsell – Red Carpet experiences create an 'earned right' to sell deeper into a customer. The key is timing upsell against the 'wow' moments of the experience.

Word of Mouth – In addition to the 'earned right' of upsell, Red Carpet experiences naturally result in word of mouth, but also present opportunities to request and reward advocacy.

The first 90 days are the most critical period to the long-term success of an on-boarding experience

Habits, expectations and usage patterns are formed

Brand conclusions are drawn and solidified

Satisfied customers are most enthusiastic and talkative

Successful programs leverage a **‘Campaign of One’** marketing approach, leveraging technology to deliver deeply personal experiences

- How did the customer find and purchase the product?
- What are implied expectations based on lead origination, product choice, and other data we immediately have access to?
- Can we include notable Red Carpet touchpoints during the sales process?

- What communication method (text, chat, email, phone, web, in-person) does the customer embrace?
- What trade-offs exist when when embracing customer modality?
- How do we ‘meet them where they exist’ in setup, activation, education, and support?

- When and what incremental insights and information can we gather throughout a series of engagement points?
- How do we turn insights into the next most valuable interaction based on our desired outcome?

- What are the lifecycle inflection points we must most closely monitor and capitalize on to turn a customer into a fan?
- When are we losing steam vs. when does the flywheel become reinforcing?
- How and when can we maximize revenue and profit through incremental services like warranties.

Customer Experience is the New Brand

89% of companies compete primarily on the basis of customer experience – up from just 36% in 2010.

BUT

While **80% of companies** believe they deliver “super experiences,” only 8% of customers agree.

https://www.forbes.com/sites/shephyken/2018/07/15/customer-experience-is-the-new-brand/#3131aeb17f52

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Customers Expect Support On Their Terms

"When customers do connect with you, they expect to be known and served 'on demand' regardless of the channel they are using."

- **Forbes**

- 45.8% of customers would rather contact a business through messaging than email and 49.4% prefer messaging over phone – *Microsoft*
- 67% of people expect to see/use messaging apps when talking to a business - *Chatbots Magazine*
- 52% will still pick up the phone and expect fast access to a well-trained human employee when they are in a moment of crisis.
- 88% of respondents (US) stated that they expect brands or organizations to have a self-service support portal – *Statista, March 2019*

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Word of Mouth / Reviews Drive Purchase Behavior

Red Carpet adoption programs create **exceptional customer experiences**

Exceptional customer experiences drive **fanatical reviews**

Reviews drive **purchases**

- One-to-one peer recommendations, original research, and product reviews are the most influential content in affecting purchase decisions (Content Marketing Institute and SmartBrief, 2017)
- Nearly 95% of shoppers read online reviews before making a purchase (Spiegel Research Center, 2017)
- Displaying reviews for higher-priced products can increase conversion rates by 380% (Spiegel Research Center, 2017)
- 92% of consumers trust peer recommendations. (Search Engine Watch, 2017)
- 85% of buyers trust reviews as much as personal recommendations (BrightLocal, 2017)

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For **bundled products**, it's even more critical, since confusion = frustration

Awareness – Do I even know what services are available to me, how those services match to my needs, and how to access them? How can you best make me aware and when?

Adoption – Once made aware, what further education is required to ensure the services become part of the habit-forming ritual?

Expansion – What aspects of the bundled service are easiest to embrace initially? What aspects require milestone-based transitions? What aspects become 'lock-in' services over the trial/bundled period? How can we further expand into elements like warranty services for thrilled customers?

Building the Facilitated Adoption Business Case

- There are many standards for what a SaaS business acquisition cost should be, including the ‘golden ratio’ of no more than 30% of the lifetime customer value (LCV) or 1 year of total revenue
- While we want to treat Facilitated Adoption as an ROI-positive investment, including it in the overall acquisition cost model helps ensure we drive a healthy SaaS business overall
- Customer value can be optimized by low-acquisition cost ‘land and expand’ add-ons and sales
- The measured value of incremental investments in onboarding and engagement are calculated and optimized against improved per-customer topline revenue at lower acquisition costs PLUS increased overall LCV through retention enhancement
- Reduced support costs are a net economic benefit, but can be tracked distinctly from our acquisition model
- Over time, positive word of mouth benefits should manifest in an overall reduction of traditional acquisition spend which can either be re-invested to drive growth or dropped to the bottom line

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Getting started.

Align the entire organization around achieving **customer success**

Desired Outcome – In the customer's words, what do they hope to achieve? Is that / can that be known at an individual level?

Biggest Risks – What events / challenges / setbacks are most likely to negatively impact that result? What can we influence through greater engagement, education and touch?

Opportunities to Go Beyond – As a fitness & lifestyle partner, when can we credibly convince a customer that they can achieve far more than even they imagined?

Partnership Model & Results

Regardless of where we engage, Mural is driven by measurable, industry-leading results.

SaaS Strategy	Demand Generation and Sales	Lifecycle Operations
Do we have the right products targeting the right customers with the right value proposition?	Are sales teams equipped with the tools, technical depth and support to maximize every selling opportunity?	Are customers achieving rapid and expanding success with cloud solutions that form a core pillar of their business?

Intensive, data-driven feedback across all client engagements to drive continuous improvement.

80%
Churn Reduction

35%
Sales Upsell Conversion

70
Average NPS

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In Facilitated Adoption, what we do…..

- SMB Facilitated Adoption & Usage
- Setup, Migration, Deployment, and End-of-Life Services (1-5000+ seats)
- Consultative Sales/Solution Engineering
- Security Audit and Recommendations
- In-Life Technology Support & Managed Services
- Expansion / Growth / Upsell Campaigns
- SaaS Sales Channel Optimization

> 400,000

Business Engagements

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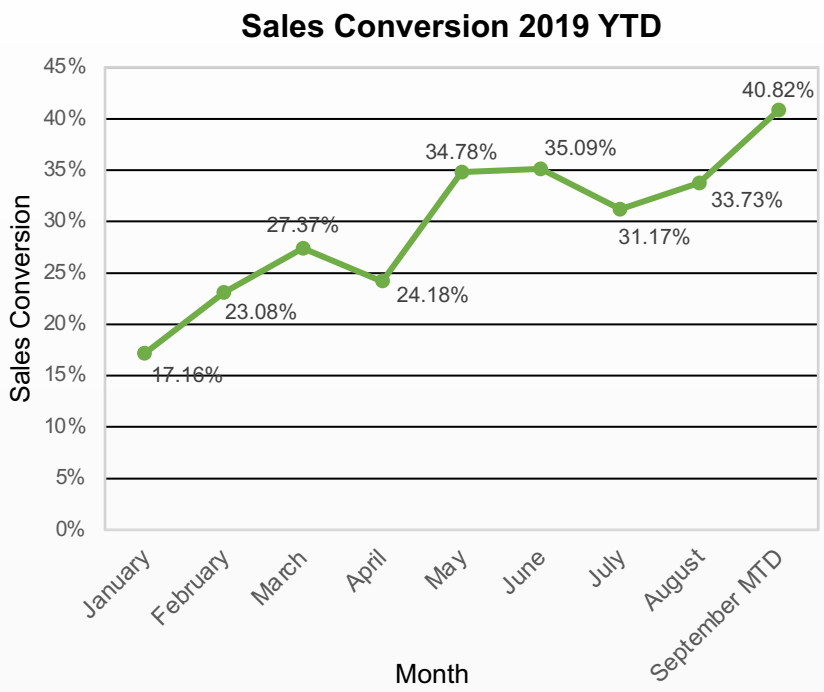
We Do Well.



"…I would recommend this rep to anyone that needed help setting started like I did. Thank you so very much for all of your time and the help. You are the best!!!!"

"…She made this whole process easy; she was great and easy to talk to! Just an amazing person!!!!!! Caroline for president."

"…Wished I knew about him & had talked to him back in November when I started this. He has a great personality & extremely helpful with all my questions. I would highly recommend him for other people starting their business."

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Mural Values

Integrity

Integrity is our foundation

- We do what is right, even when difficult
- We honor our commitments
- We make conscious and ethical decisions
- Our values guide our moral compass
- Through our actions, we earn trust

Passion

We are obsessed about our customers and committed to each other

- We are focused
- We are resilient
- We are enthusiastically driven
- We embrace conflict and diverse thoughts
- We are emotionally intelligent

Excellence

We relentlessly pursue Excellence

- We strive for quality in every aspect
- We take pride in our craftmanship
- We continually find ways to improve
- We set a high bar for ourselves
- We always seek greater performance

Forward-Thinking

We pioneer the future with our innovative approach

- We challenge the status quo
- We pursue the impossible
- We fail fast to succeed fast
- We color outside the lines
- We seek greater knowledge

Service-Minded

We are Selfless Stewards to our company and community

- It is our Privilege to help others
- We make our community a better place
- We care and give back
- Our values show up in our actions
- We bring our whole selves to work

Fun-Spirited

We add a terabyte of fun into each day

- We celebrate and support
- We encourage and inspire
- We are positively exuberant
- We create an energetic environment
- We take our fun seriously

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