Enterprise B2B Customer Experience

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"It ain't what you don't know that gets you into trouble.
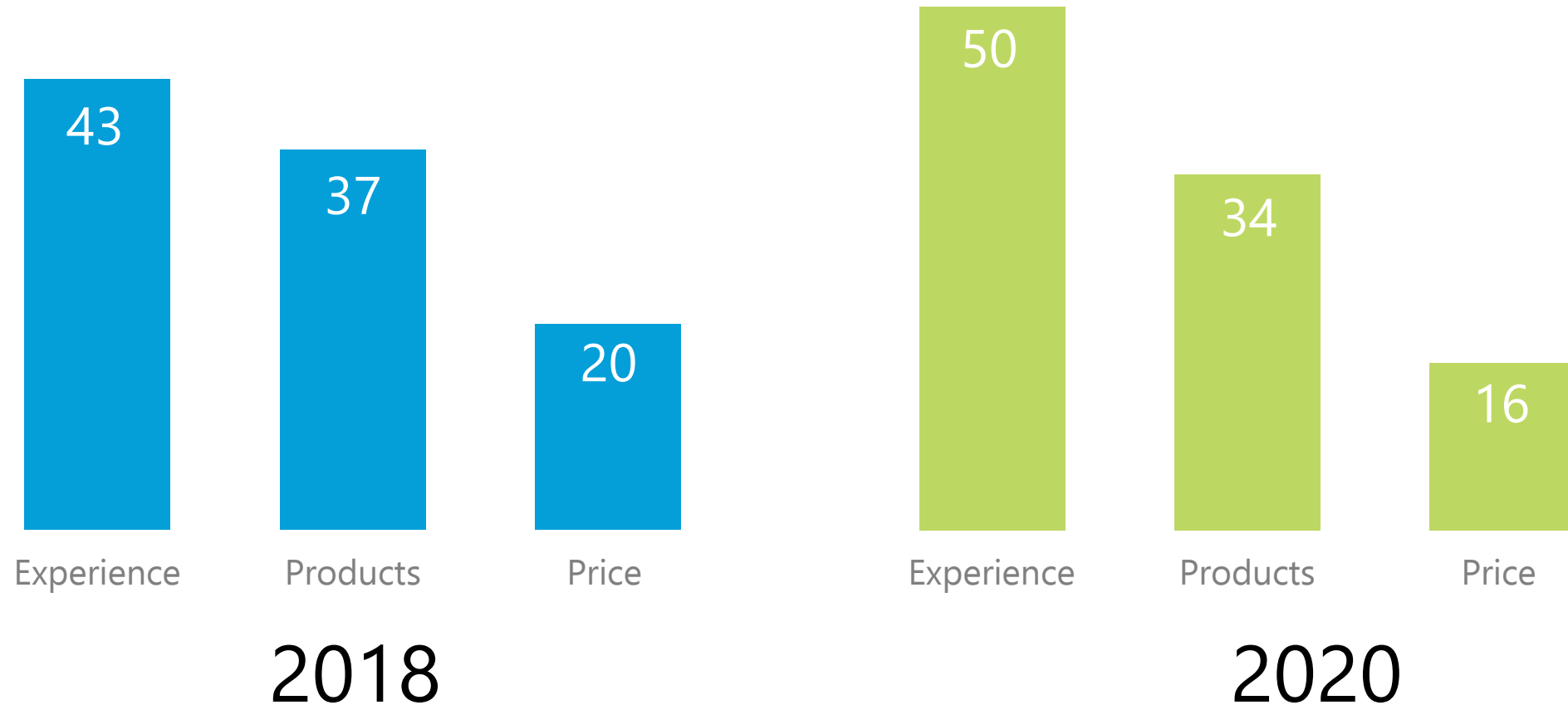
It's what you know for sure that just ain't so."

Enterprise SaaS: secular growth

Table 1. Worldwide Public Cloud Service Revenue Forecast (Billions of U.S. Dollars)

	2017	2018	2019	2020	2021
Cloud Business Process Services (BPaaS)	42.2	46.6	50.3	54.1	58.1
Cloud Application Infrastructure Services (PaaS)	11.9	15.2	18.8	23.0	27.7
Cloud Application Services (SaaS)	58.8	72.2	85.1	98.9	113.1
Cloud Management and Security Services	8.7	10.7	12.5	14.4	16.3
Cloud System Infrastructure Services (IaaS)	23.6	31.0	39.5	49.9	63.0
Total Market	**145.3**	**175.8**	**206.2**	**240.3**	**278.3**

CX will be the #1 reason for customer's buying decisions by 2020

43 — Experience
37 — Products
20 — Price

2018

50 — Experience
34 — Products
16 — Price

2020

Enterprise customers
Buying centers vs consumption centers

Buying
centers

Consumption
centers

Customer Experience (CX) is the perception and experience of your brand. It comprises all interactions with customers and the value received from you, the vendor.

Enterprise SaaS Customer Experience

Product Experience

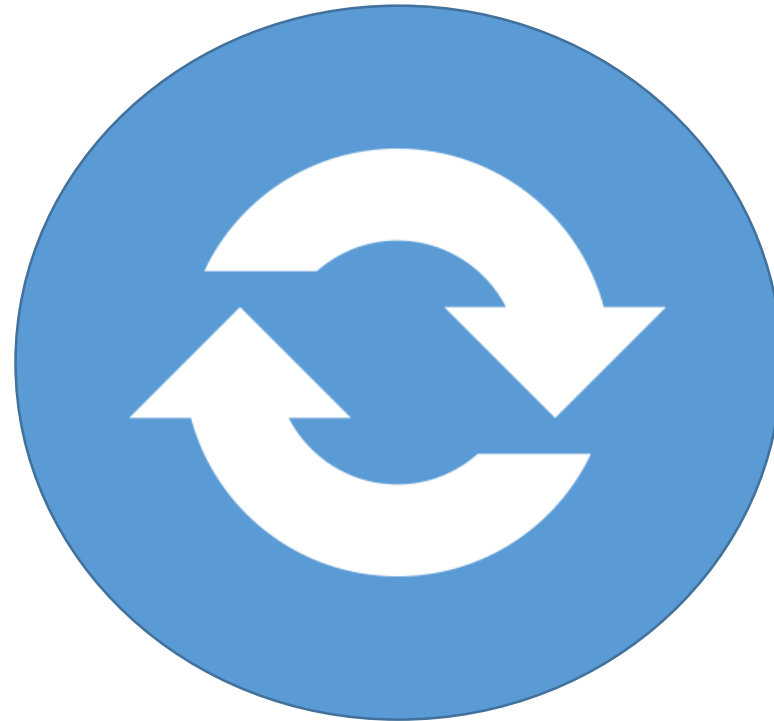"Everything Else"

Enterprise SaaS Customer Experience

Product Experience

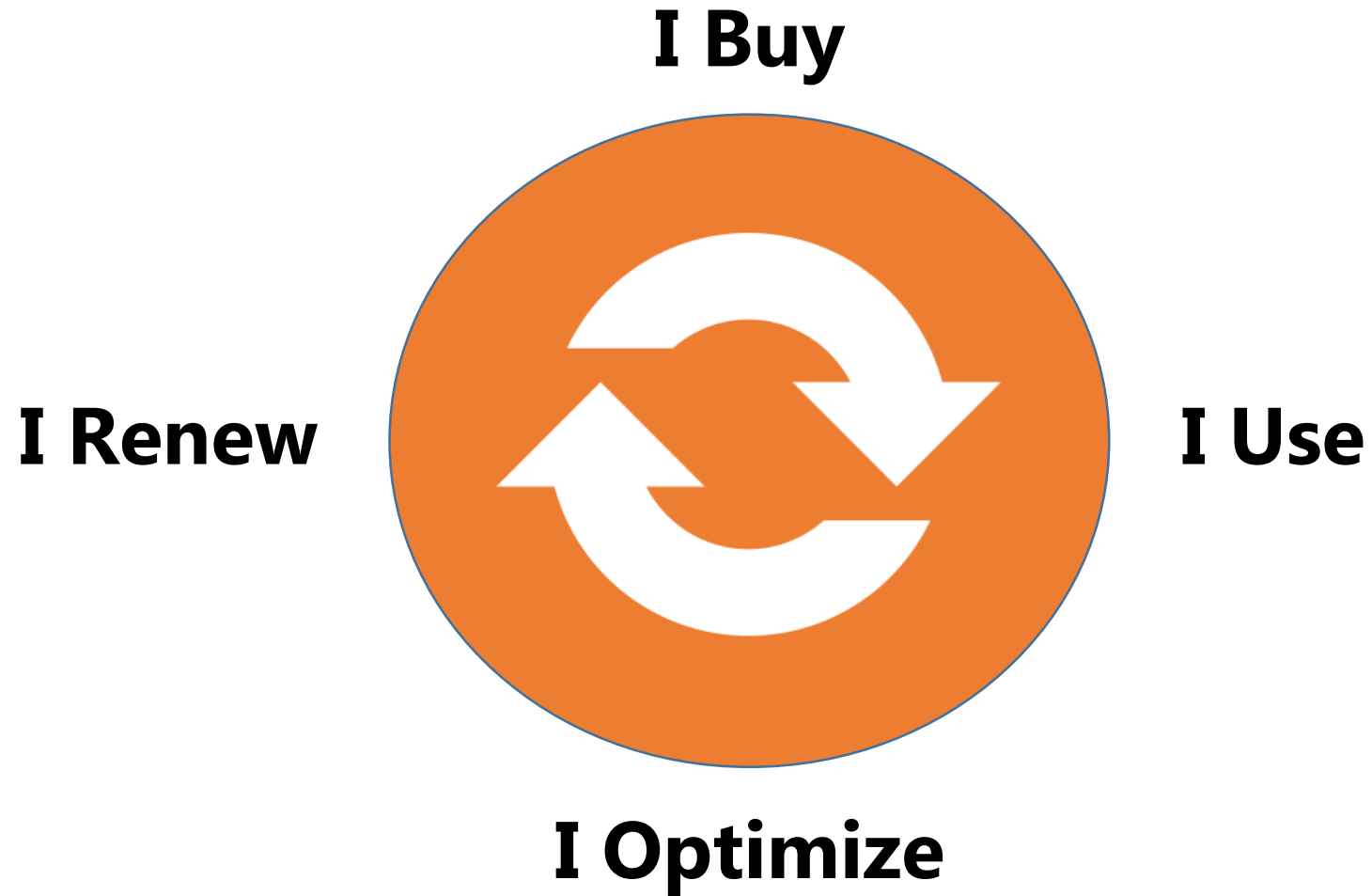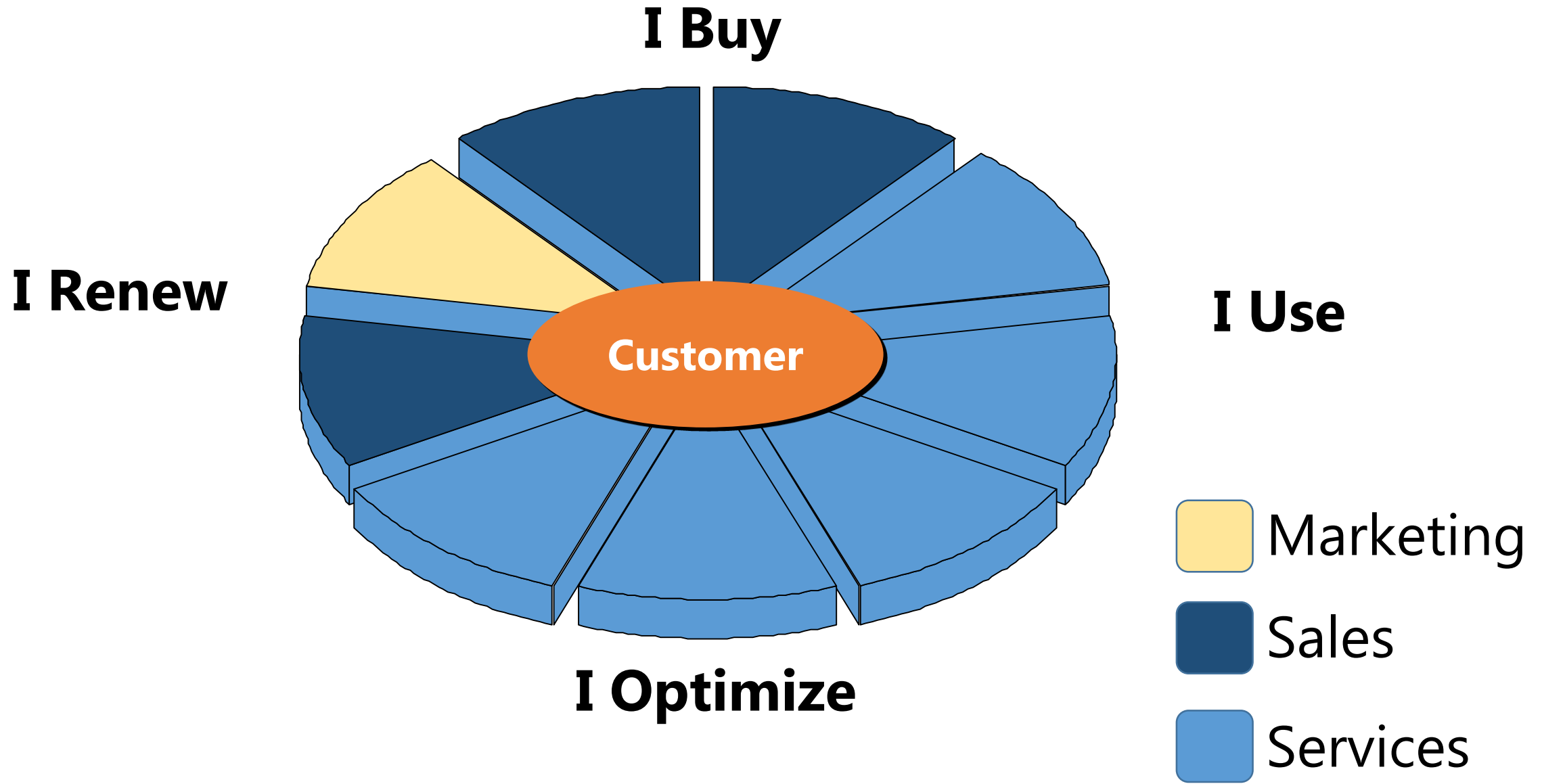**Go To Market**

Enterprise SaaS GTM

Land

Renew

Adopt

Expand

Customer Lifecycle

I Buy

I Use

I Optimize

I Renew

Services are critical to SaaS GTM

I Buy

I Use

I Renew

I Optimize

Customer

Marketing

Sales

Services

Services interacts with your customers 10x than Sales
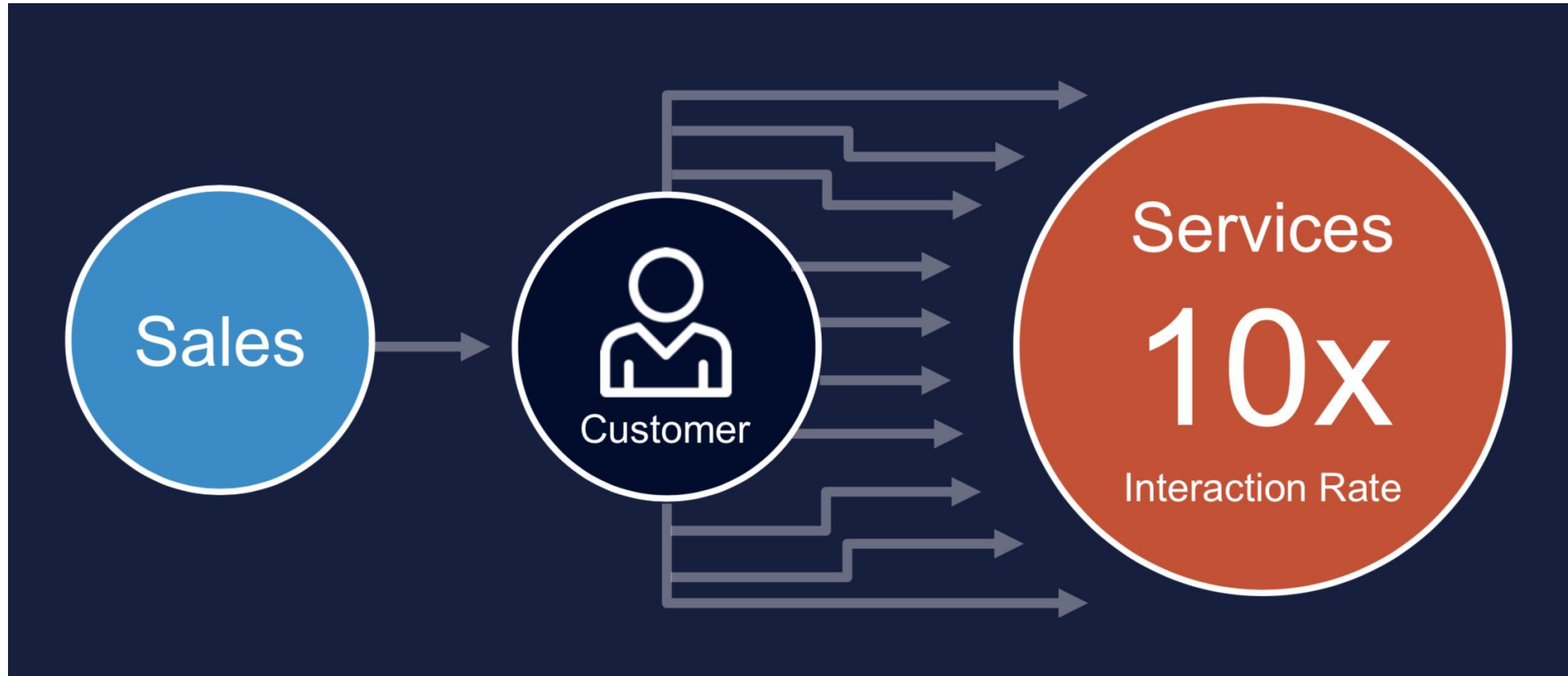
Services

Digital Services

Online Communities

Support

Customer Success

Professional Services

Customer Success Plans

	Silver	Gold	Platinum
Digital Services	✔	✔	✔
Online Communities	✔	✔	✔
Support		✔	✔
Customer Success		✔	✔
Professional Services			✔

Creating a great Customer Experience

1	2	3	4	5
Customer Journey	Define the offer	Define operating model	Test with MVP	Scale and incentivize

Questions?

One last thing…