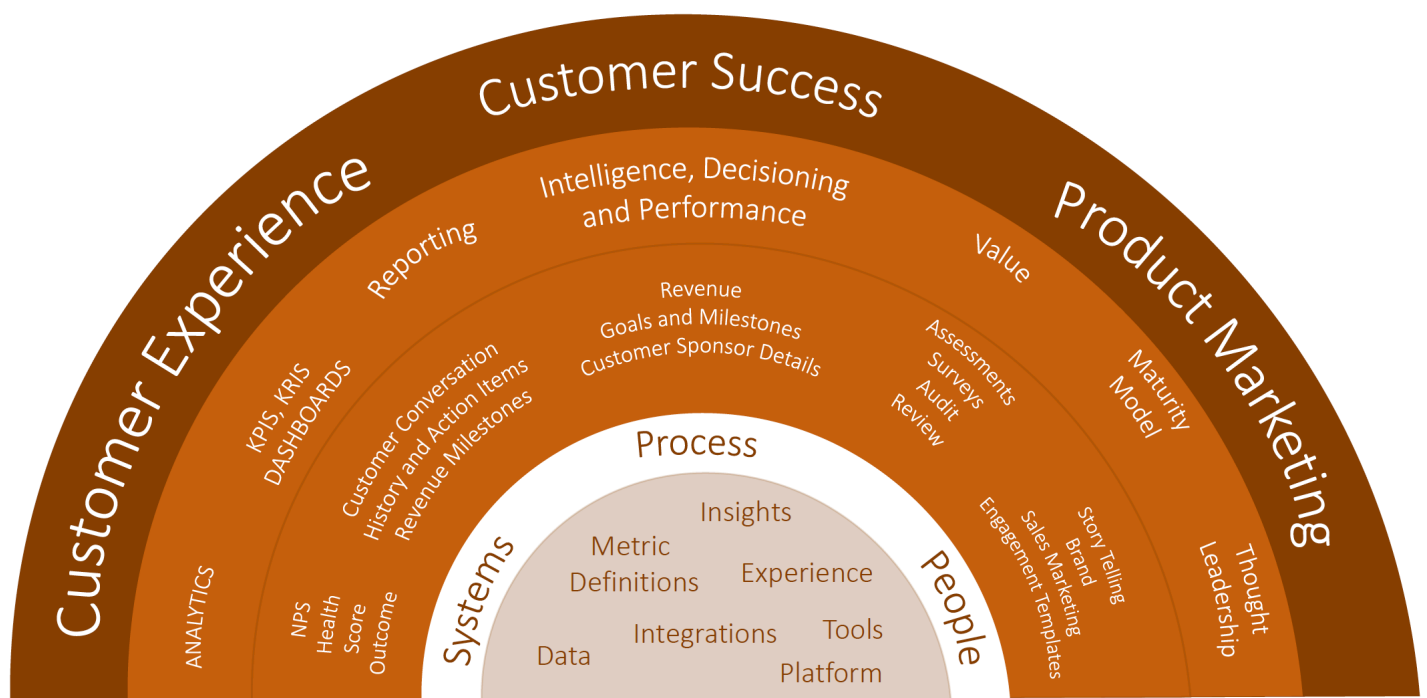# LATVIV

Keeping the Spark Alive ™

Articulating Your Customer Successes

COMBINING CUSTOMER XPERIENCE (CX), SUCCESS (CS) AND PRODUCT MARKETING

The success of any initiative is mainly dependent on the quality, discipline, structure, and the mindset of the team running the effort. Latviv congratulates the customer success personnel worldwide who strive very hard to make their customers successful. We help you build, compose, present, and articulate appealing success stories, that you have realized, through a combination of software and content. Check our representative case study built for one of our clients, our many eBooks available for free download on our website, and the published paperback sold at Amazon.com.
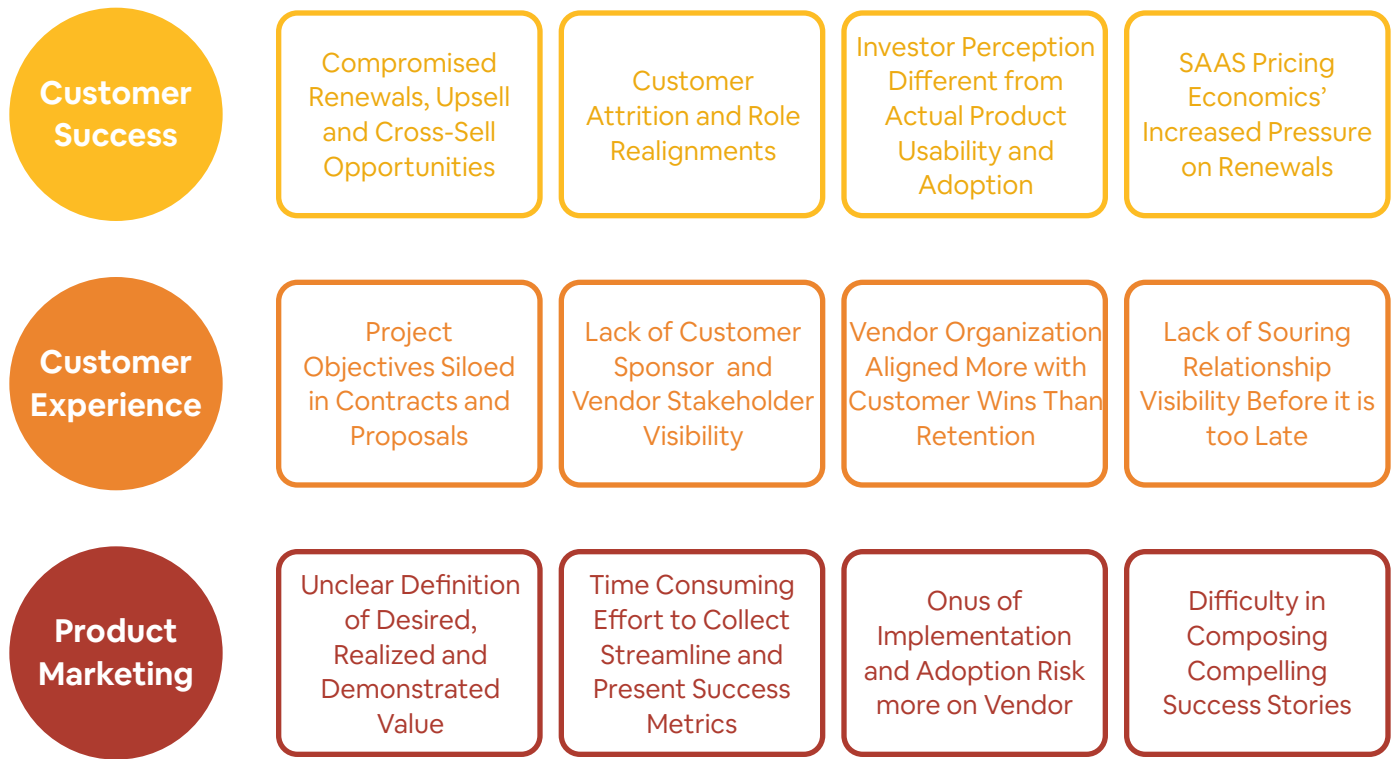
WE HELP YOU CREATE, AND BROADCAST REALIZED SUCCESS STORIES!

Our software helps you logically present realized value, utilization, performance, and other metrics to your customers and prospects. It enables you to automate the insertion of concise messages in customer exposed interfaces and communication mediums, helping you to reach out, collaborate, and extend your relationship with your customers. Mobile, browser-based dashboards, emails, print, and digital media such as white papers, presentations, and blogs are just a few of the many mediums through which we present your customer stories. While listeners can forget spoken words, leave-behind artifacts such as these help spread and retain your products' brand for a long time.
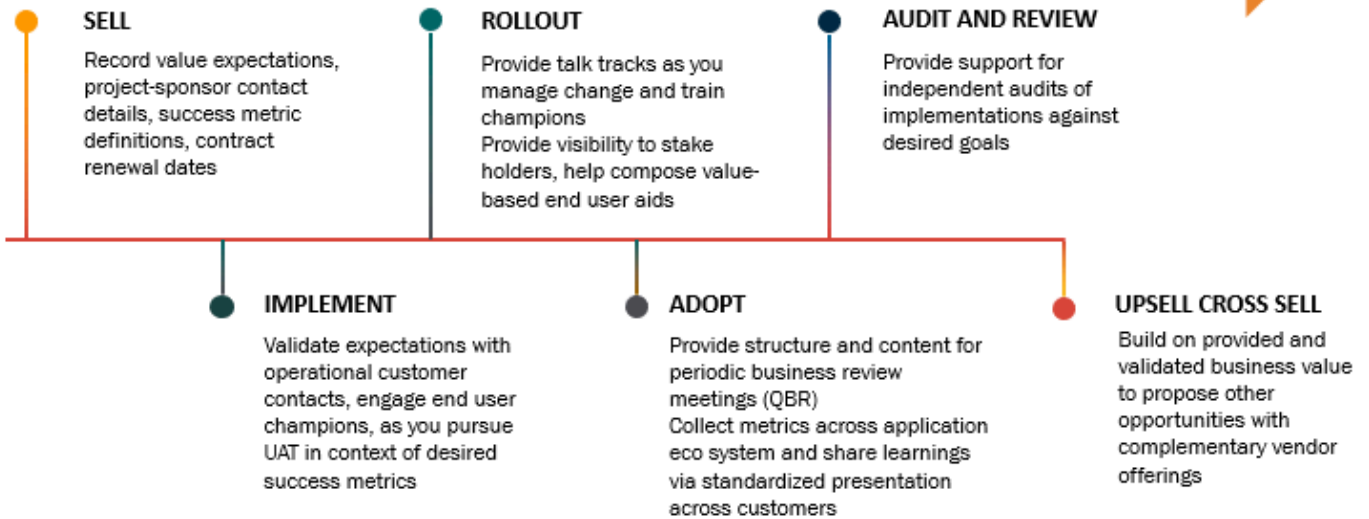

Latviv's layered set of capabilities below, starting with the technology foundation, overlaid with best practices accumulated across years of customer experience, equips us to offer these deliverables to our customers. Customer sharable dashboards show real revenue boost, cost-saving, or risk mitigation value created by your products. While our integration API helps gather metrics from multiple platforms, our services capabilities help reach out to your end-users with value assessment questionnaires to prepare a qualitative analysis of your full success story.

INDUSTRY CHALLENGES

Customer Success

- Compromised Renewals, Upsell and Cross-Sell Opportunities
- Customer Attrition and Role Realignments
- Investor Perception Different from Actual Product Usability and Adoption
- SAAS Pricing Economics' Increased Pressure on Renewals

Customer Experience

- Project Objectives Siloed in Contracts and Proposals
- Lack of Customer Sponsor and Vendor Stakeholder Visibility
- Vendor Organization Aligned More with Customer Wins Than Retention
- Lack of Souring Relationship Visibility Before it is too Late

Product Marketing

- Unclear Definition of Desired, Realized and Demonstrated Value
- Time Consuming Effort to Collect Streamline and Present Success Metrics
- Onus of Implementation and Adoption Risk more on Vendor
- Difficulty in Composing Compelling Success Stories

Our people, process and systems framework guides customer experience, customer success and product marketing activities across all customer touchpoints

SELL
Record value expectations, project-sponsor contact details, success metric definitions, contract renewal dates

ROLLOUT
Provide talk tracks as you manage change and train champions
Provide visibility to stake holders, help compose value-based end user aids

AUDIT AND REVIEW
Provide support for independent audits of implementations against desired goals

IMPLEMENT
Validate expectations with operational customer contacts, engage end user champions, as you pursue UAT in context of desired success metrics

ADOPT
Provide structure and content for periodic business review meetings (QBR)
Collect metrics across application eco system and share learnings via standardized presentation across customers

UPSELL CROSS SELL
Build on provided and validated business value to propose other opportunities with complementary vendor offerings

3

Customer Experience

Integrated Cloud Platform w/ Mobility

Modular Applications w/ Superior U/X

Customer Success

Data Visualization & Analytics

Overlay on other CS Applications

Product Marketing

Marketing Content

Upsell Cross Sell Offerings

THE RESULTS ARE

Satisfied Customers

Higher Retention Rate

More Farming Opportunities

More Reference Customers

Persuasive Success Stories

UNDERPINNED BY PERVASIVE MOBILE & TABLET ANALYTIC CAPABILITIES

Report Studio

| User Pulse (Surveys) | Metric Fetch (KPIs, Scores) | InterAc (Notes) | Action Store (To Do List) | Intel-zone (Rules, Formulae) | Brag Store (Marketing) | Exec Audit (Audits Reviews) |

Metric Store

Latviv's offerings provide flexibility and adaptability with existing customer success solutions, augmenting your current success renderings with value views and outputs specific to your requirements. For instance, BragStore and IntelZone modules help you dynamically insert supporting dashboards and charts into starting-drafts of presentations, case studies, whitepapers, and infographics templates.

Latviv team is comprised of former customer success, product marketing and successful investor team members who have come together to offer solutions that help build and leverage success stories for numerous business development activities.

HIGHLIGHTED CAPABILITIES

Value Assessments and Functional Value Models

End Customer Facing CS Dashboards

Team of Designers, Copy Editors

Skilled Software Developers

CS and CX Thought Leadership

Six Figure Investment in R&D

WITH LATVIV, YOU WILL

- Receive value realized views for marketing and business development purposes

- Standardize customer success personnel's talk tracks and presentations with our targeted guidance, dashboards and presentations

- Collect difficult to obtain end user feedback though our value assessment service

- Receive professionally designed case study and standardized collateral for distribution with prospects and customers

- Tap our flexibility and eagerness to work with you and provide demonstrable value of our solutions and services

OUR GUARANTEE

Sign contract when you see realized benefits and results (Latviv takes on implementation and adoption risk)

CONCLUSION: LATVIV CAN HELP YOU TELL NEW BUSINESS CASE STORIES

The Latviv leadership team has a solid background in product marketing, customer success, and value selling. Latviv offers customer success software, services, and training, in addition to the development of related marketing and sales collateral. Our resources have copywriting and design expertise to compose appealing case studies, infographics, and sales presentations built on customers' success metrics and analysis.

Latviv has experience with deployment of value, adoption feedback, and assessment surveys, in addition to conducting detailed implementation audits. Latviv resources provide materials that make it easier for sales representatives to sell, for marketers to generate leads, and for customer success professionals to handle QBR meetings.

Latviv CS dashboards and offerings can be built on top of existing third-party CS solutions, or onto Latviv's own platform.

Our expertise lies in customer-facing designs that appeal to users' aesthetic tastes while offering meaningful data exposure. Senior executives look for summary views, tailored analysis, expected, and realized value. CS team members look for consistency, accuracy, and thoroughness when interacting with all customers. Latviv solutions cater to these needs.

We're experts at turning complex stories into streamlined and professionally designed collateral pieces. We partner with our clients to make this time- and resource-intensive process as efficient and cost effective as possible.

The truth about software solutions is usually that when they're "out of sight," they're "out of mind." This can be especially unfortunate if they are working and creating value as they should be!

That's why it's vitally important to regularly remind your customers of the value you provide. Latviv's technology-based solution helps you stay visible to your customers, and constantly keep your brand and your products at the top of their minds.

ABOUT LATVIV

Latviv is a provider of customer success management solutions and services, available as a cloud deployment option.

Latviv's solutions increase customer retention rates, boost upsell, cross-sell, and new license revenue, and help engage with prospects, with appealing customer success results.

Reliability and Better Security

The Latviv platform rides on the Google Cloud. Google provides cloud services reliably due to its experience operating its core services like Google Search. Security controls in the Google Cloud isolate and better protect data by various methods such as compartmentalization. The Google Cloud Platform meets the most stringent data security and data center reliability standards like SSAE16 and ISO27001, a level of protection that few corporate data centers can match.