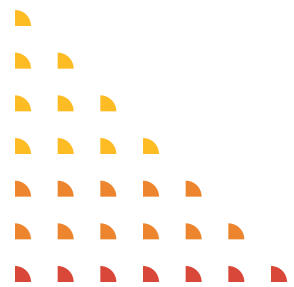


# INTERNAL REPORTING AND SUCCESS METRICS



LATVIV  
Keeping the Spark Alive™



In this eBook, Latviv turns its focus on activities performed by customer success managers (CSMs) to work with their supervisors and peers. This eBook has an operational focus and covers specific actions that CSMs should and should not do to rise in their careers. Latviv advises vendor resources to follow best practices, risk assessments, checklists, and templates to pursue a consistent approach for their internal operations with fellow employees and contractors. This eBook outlines a few best practices on this topic. The full list of these elements is prepackaged in the Latviv platform.

Latviv encourages the reader to look up "Driving Efficiency in Customer Success Operations" eBook on its site, to acquaint the reader with the components of a customer success solution and the use cases supported by the platform. These technology components and the use cases support the activity referenced throughout here.

## Success Metric Reporting (to Vendor Stakeholders)

Reporting is an essential component of CSM's responsibilities to provide adequate visibility to supervisors and other stakeholders on the vendor side. Monitoring tools and aids, enabled in a customer success solution, become crucial to measure success across customer implementations. The vendor's own Cloud or on-premises platform and third-party systems integrated with the vendor's platform provide usage information and realized metrics. Deployed survey responses collect qualitative feedback from end-users using or trying to use the system. Contract collaterals and meeting notes provide desired goals and the ongoing status of the project. All these add an element of monitoring and accountability to the process. Given the magnitude of this information, a customer success software solution helps streamline this data set.

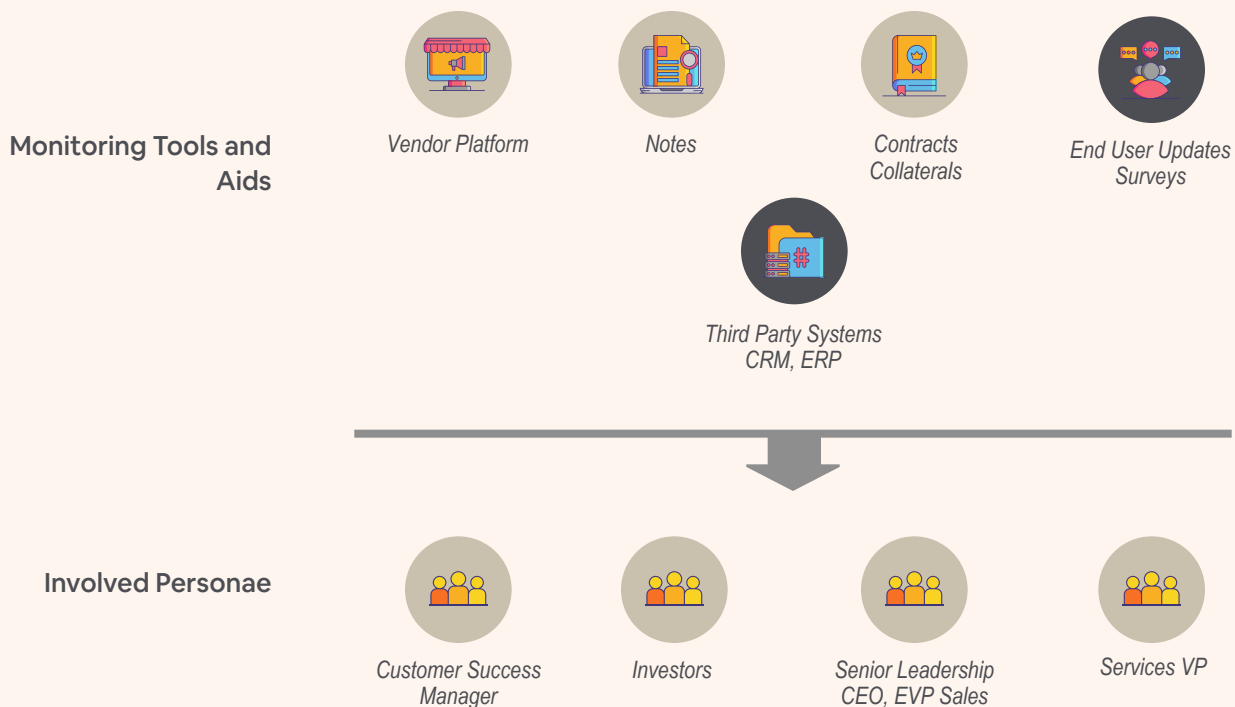


Figure: Success Metric Reporting – Resources and Stakeholders

Vendor personnel led by CSM work with customer end personnel to collect relevant data, execute and support the activities below.

Activity Name	Description
Data Collection and Report Development	CSM collects inputs—from end-users, internal and third-party systems—and prepares reports and dashboards for respective stakeholders.
Senior Management Review of Collaterals	Management reviews content prepared for customer meetings by vendor personnel, meeting notes, and success metrics.
Investor (of Vendor) Review	Investors review customer success metrics from each of their investment portfolio companies. Each vendor from this portfolio may be required to send metrics across all their respective customers to their investor group.



## CSM Activity Reporting

CSMs must send weekly reports to their supervisors to outline activity across all customer relationships they are handling daily. Refer to Latviv templates eBook on the Latviv site to access representative components of this report template. The account characteristics in the format will help the CSM team sort, filter, and segment accounts.

Report preparation can be time intensive if CSM's don't always get into the habit of keeping this report updated regularly. As they finish meetings, they need to document summary updates for every critical conversation held with the customers. Senior management expects CSMs to record dates of the last meeting and upcoming meeting dates. Latviv suggests CSMs review all active accounts weekly. This cadence will not only help their manager but also make sure they do not miss out on any critical tasks assigned to any member of their team, including themselves.

Depending on their working style and meeting time, Latviv suggests CSMs finish the report, and send it on a fixed day of the week, every week. Friday's could work best if their manager likes to review such statements over weekends. Many people tend to work long hours on Fridays to clear

their plates and not leave anything for the weekend. Others prefer to wrap up Friday's activities early and pick up over the weekend or early next week.

Since this documentation triggers preparation, execution, and planning for multiple leftover tasks, CSMs should plan to keep enough hours for this work and start early not to work late in the evenings or weekends. Senior management should watch for burnout, exhaustion, and a work-life balance disruption amongst their CSM workforce.

## Customer Success Update Meeting

CSMs should request their audience to read delivered reports ahead of time to limit their time on these calls. They should not let the meeting stretch on for more than 30 to 60 mins. Inexperienced supervisors are notorious time eaters. CSMs should watch for such behaviors. They need to be upfront about correcting this behavior of their supervisor before it becomes the norm. Latviv recommends that the report format does not change often. Once there is agreement on the structure initially, CSMs should collect feedback regularly but enable updates to the report format only infrequently. Otherwise, CSMs will spend a lot of time reporting instead of doing actual customer success work.



## Requests Sent to Internal Resources

Collaboration is crucial to supporting interdependent company operations. Everyone in the company is busy. So be patient when internal resources do not fulfill requests.

Further, it is easy to forget, especially if it is a small company, division, or a part-time group, where everyone is running at a million miles per hour. Do not expect someone to execute after the first request. Reach out after some time, based on the pattern observed with that group. If need be, put meetings on their calendars to follow up.

**Latviv can help you simplify customer success operations with its best in class software, content, and services.**

**Schedule a demo to learn how this is possible and get trial access for your team.**

## 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 up-sell, 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.

## The Latviv Difference

Latviv's SAAS platform passes the multi-tenant architecture cost savings to its clients, with an appealing pricing strategy. Latviv's scalable architecture and unique design make it easy to support its multiple client implementations on the same server instance. Each of Latviv's clients can, in turn, manage an unlimited number of their customers and engagements.

Latviv provides a rapid jump start through prebuilt content, relationships—of system elements outlined above—story tracks for working with all stakeholders, templates, and customer setup examples. System users can copy relevant content, update for their situation, and start using the system.

The platform uses an advanced decoupling framework to create a Lego block paradigm that Latviv users can use to create graphs, and capture disparate metrics, joined together in user-determined dashboard views. With this highly flexible approach, users can create and articulate stories the way they want and link references to them to any system element.

Ask for a demo or better still, ask for free access. See it to believe it!



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