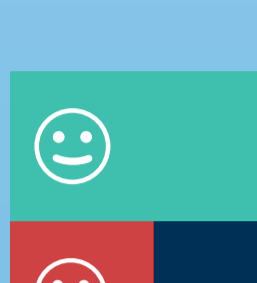
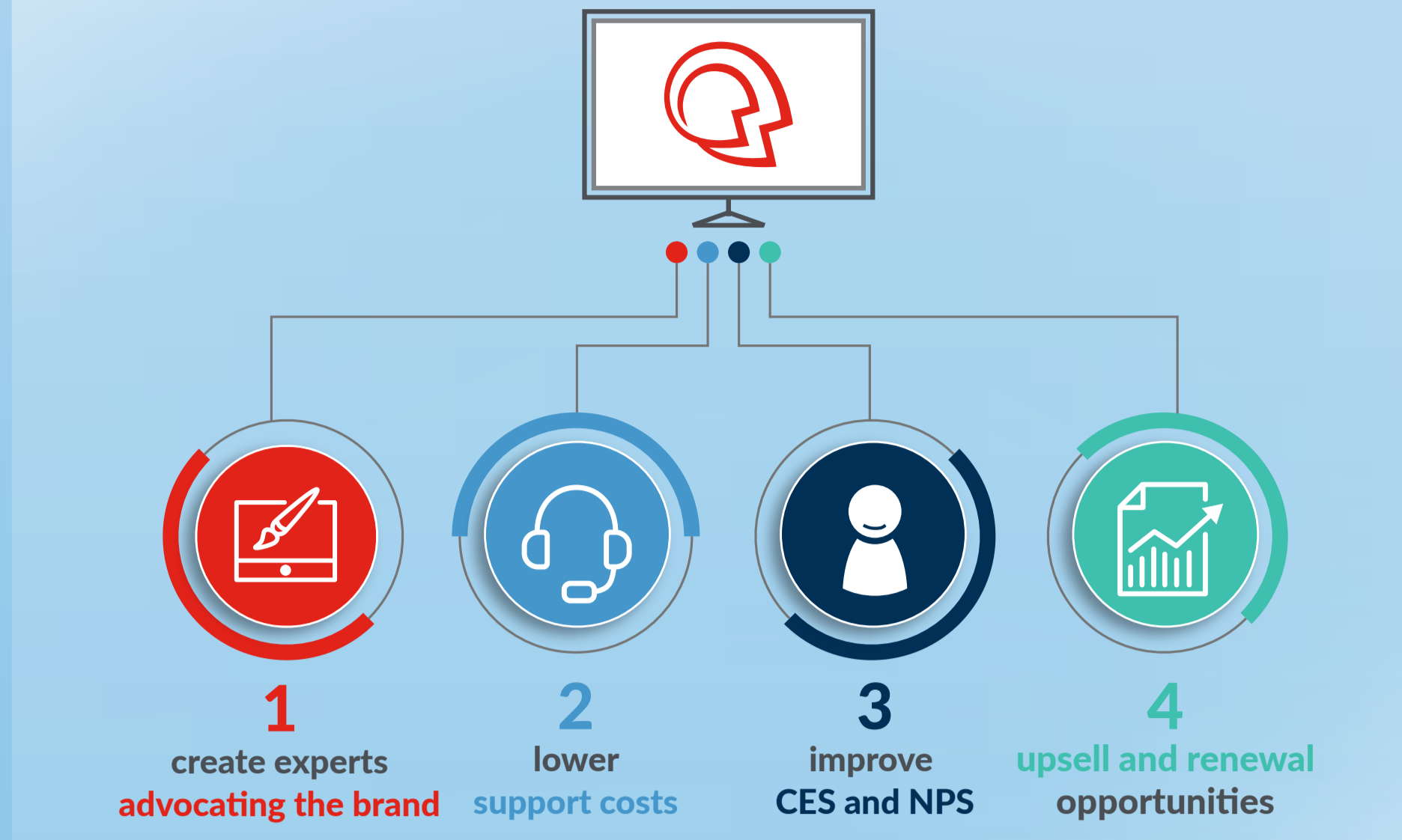


# What is Customer Success?



Customer success accelerates user adoption by rapidly creating **product experts**.



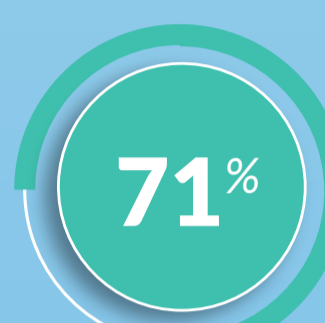
## Customer Effort Score (CES)



prioritize quick answers when purchasing



of customers prefer self-service



use search engines to research products



Strongly Agree

Agree

Somewhat Agree

Undecided

Somewhat Disagree

Disagree

Strongly Disagree

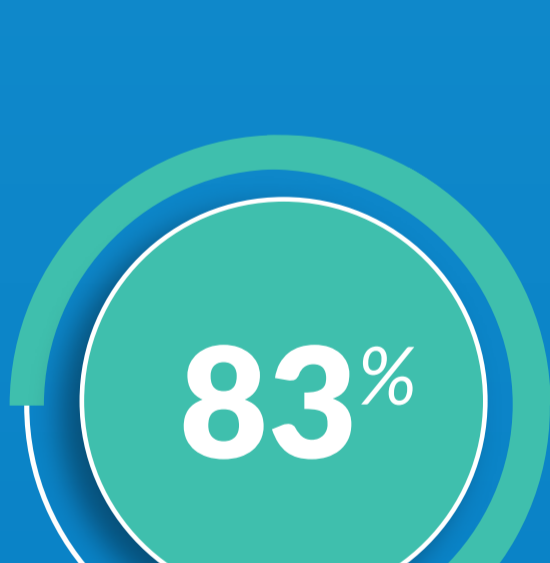


## SaaS Churn Rate



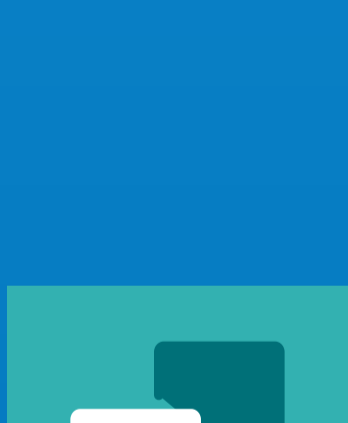
x100

= SaaS Churn Rate



SaaS revenue comes from

**RENEWALS**



## Net Promoter Score (NPS)



**DETRACTORS**

Ratings of 0-6



**PASSIVES**

Ratings of 7-8



**PROMOTERS**

Ratings of 9-10

NPS =



- %

