



Digital Customer Success Starter Pack

Optimize your Digital Strategy

TO IMPROVE CUSTOMER SUCCESS OUTCOMES

Do your CSMs find themselves writing the same email over and over again? Are you struggling to create or execute a Digital Customer Success Strategy? Does your team lack digital or marketing experience?

Studies show that improving a single key adoption metric by 15% increases renewal rates by an average of 5%. Incorporating digital into your CS strategy will move the needle on those adoption metrics like it did recently for an ESG customer. Through strategies like those included in our Digital Starter Pack, this \$3B mobility and IOT company saw one of their most critical adoption metrics improve by 36%!

Get a jump start on the foundation required to incorporate digital into your overall CS strategy with ESG's Digital Customer Success Starter Pack. Our in-house Customer Success and Marketing teams will create a custom plan and digital assets based on the unique needs of your business and your customers.

What's Included

Within 15 business days of providing all Client Requirements, you'll receive the following deliverables:

1. One hour Digital Customer Success Maturity Assessment via phone or video call
 - a. Includes Assessment readout and scorecard
2. Documented digital communication workflow(s) - select one:
 - a. Onboarding stage workflows for up to four customer segments
 - b. Full customer journey workflow for a single customer segment
3. Creation of up to ten digital assets in your ChurnZero instance
 - a. Includes copywriting and one round of edits
 - b. Can be used for any combination of email and/or in-app notifications
4. Up to two additional hours of Digital Customer Success consulting

Starter Packs begin at \$5,000. Client Requirements include:

1. One hour of your time to complete our Digital Customer Success Maturity Assessment
2. Existing customer journey map(s) and customer segmentation definitions
3. Existing processes, tasks, and timelines for customer journey stage(s) selected for workflow(s)
4. Brand guidelines, high res logo, and 2+ marketing emails (typically from your marketing team)

For more information or to get started,
contact Marley Wagner at mwagner@esgsuccess.com

