



aws partner network

Advanced Technology Partner

Public Sector Partner



InstaSafe
Cloud. Secure. Instant.

TRUSTED SECURE ACCESS



Securing **Network Perimeters** to safeguarding your **Digital Transformation**

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India & USA | 100+ customers, with global footprints | 6 times CIO Choice awardee





Covid 19

An Opportunity or Challenge?

Is disruption good?

**INNOVATE
&
ADOPT**

**SEEK SOLUTION
TO
PROBLEMS**

**BRINGS
LATENT
OPPORTUNITY**



Five Key Elements of Customer Success

**Be Proactive
&
Segment**

Engage More

Value Selling

**Customer
Management**

**Customer
Support**

Be Proactive & Segment

- Segment customers by industry, geography, persona, and individual
- Reach to customers to understand their business demands and challenges
- Find their key needs and customise your product & solution
- Measure the customer health scores - satisfaction with product, support & services

Engage More

- Reach out to customers for their usage, check if the usage is optimal or not.
- Find the pain points and how your product or services can help.
- Respond to queries quickly, before they reach out
- Understand and reach to all stake holders across the touch points
- Engage with your product roadmap and seek feedback & suggestions
- Seek help in advocacy programs

Value Selling

- Customise your value proposition linked to their business demands and criticality.
- Plan short term and long term deliverables with measurability
- Link it to their business challenge and value you can enhance
- Assure and build confidence

Customer Management

Identify and connect with all touch points & personalise the connect

Define deliveries vs expectations and set time lines

Align the your internal teams such as sales, support, operations with the customer teams and create stake holders for each

Build customised communication for each and engage regularly

Measure and optimise for revenue, product usage, support goals

Build people and process for robust delivery across functions

Customer Support

- Build a robust system with people and process
- Reach out proactively to check & take feedback
- Track the account with multiple score cards
- Build training and rewards programs

Personalise communications & Reach

- Emails, Webinars

Product road map feedback and suggestions

- Surveys, Demo sessions

Regular Reviews on product utilisations & support

- Product user base, Support Tickets, Resolving Time/SLA, Critical vs Non critical

Understand the customer's business needs

- Align your communications - , Case Studies

Manage Operations and automate functions

- Use tools to automate & define process

Thank You



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