MindTouch Responsive

Success Plan for AutoRABIT

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AutoRABIT Success Plan:

During the sales process MindTouch collaborates with prospective customers to develop a Success Plan. This is a high level outline of business stakeholders, challenges, objectives and how MindTouch will work to address these during the deployment process and throughout the customer lifecycle.

Business Stakeholders

Vishnu Raju Datla   Founder & CEO

Company Overview

AutoRABIT is an end-to-end Release Management Suite for accelerating the development and release of Salesforce applications. It enables Automated Metadata Deployment and Version Control support, including Advanced Data Loading and Sandbox Management, Defect Tracking, and Test Automation for public and private clouds.

Success Metrics

The efficacy of this initiative will be measured by the following metrics:

➢ Increased organic site traffic through improved SEO
➢ Accelerated sales cycles, increased trial conversions
➢ Increased customer engagement (time on page, click through rates, decreased bounce rates)
➢ Increased CSAT and NPS
➢ Reduction in call volume to support

Strategic Objectives for AutoRABIT

➢ **Increase New Customer Revenue and Improve SEO** by positioning AutoRABIT content to dominate google search results. It's critical to provide a self-service experience to prospective buyers that differentiates AutoRABIT from the competition.
➢ **Improve Strategy Organization-wide b**y utilizing analytics to identify trends in customer behavior to improve their experience, and increase organizational efficiency across teams.
➢ **Accelerate Customer Adoption and Increase Trial Conversions** by increasing knowledge through a low-effort self-service experience (identifying what is making customers adopt or churn, how to help customers realize value faster). By providing a guided education, users will accelerate their learning curve for AutoRABIT products which will increase Retention, NPS, and CSAT.

Business Challenges

➢ Customer Acquisition costs are not a scaleable model, since customers do not have access to documentation pre-sale to validate technical requirements, reps are spending 30-40 hours on demos and meetings. There is a goal to reduce the current process by appx. 10 hours.
➢ Customers do not have on-demand self-service during a trial, which causes more customers to fail to adopt the functionality in the first few critical hours using the product.
➢ Most documentation is maintained in MS Word or PDF format therefore finding information quickly is a challenge impacting employee proficiency and the customer's experience.
➢ No analytics on current documentation usage, ratings, aging, etc. therefore no ability to see what is working and what is not to improve resources.

How MindTouch Solves Challenges and Achieves Objectives

- **Centralized Knowledge Platform**: MindTouch web help center experience includes rich knowledge management tools such as single sourcing, revision history and collaborative authoring for optimal knowledge management across teams and systems.
- **Self-Improving and Actionable Insights**: Genius Link CRM, Help Rank, User and Content Analytics enable immediate collaboration, auto-improving of content, and actionable insights for informed help strategy decisions.
- **Visibility:** Tracking customer behavior prior to ticket submit empowers support agents with situational awareness to close tickets faster; i.e. what did the customer read or search for prior to submitting ticket.
- **Most Effective Self-Service**: On average MindTouch customers ticket deflection rates increase by 25-50%, and up to 50% reduction in ticket costs.
- **Adaptable Knowledge:** Personalized documentation resources for customers based upon their persona, product or language to reduce CES "Customer Effort Score" to accelerate product expertise.
- **Time to Value**: On average, MindTouch customers deploy internally within 5-15 days, and externally within 30-90 days from their Customer Success kick-off meeting.
- **Extensible Channels**: MindTouch includes CRM/Case management plugins for extensibility across other customer support & sales channels, as well as chat and In-Product Contextual Help System for immediate help within any 3rd party web application.
- **Creating Market Share:** Customers have experienced a 2X to 3X increase in organic site traffic, typically after 30 days of launching their customer success center to capture more market share.
- **Localization:** Support 20+ languages, responsive Chrome interface that includes editor and spell check for most languages.
- **Uniquely Branded Experiences**: The MindTouch UI (both chrome of the application and content/navigation inside) can be uniquely branded based on navigation, as well as user and or group access levels.
- **Architecture**- MindTouch is fully Cloud based, and built on open standards architecture for global scale and future extensibility (full API, fully customizable UI, RESTful web services, XHTML data store, etc).

AutoRABIT MindTouch Mockup
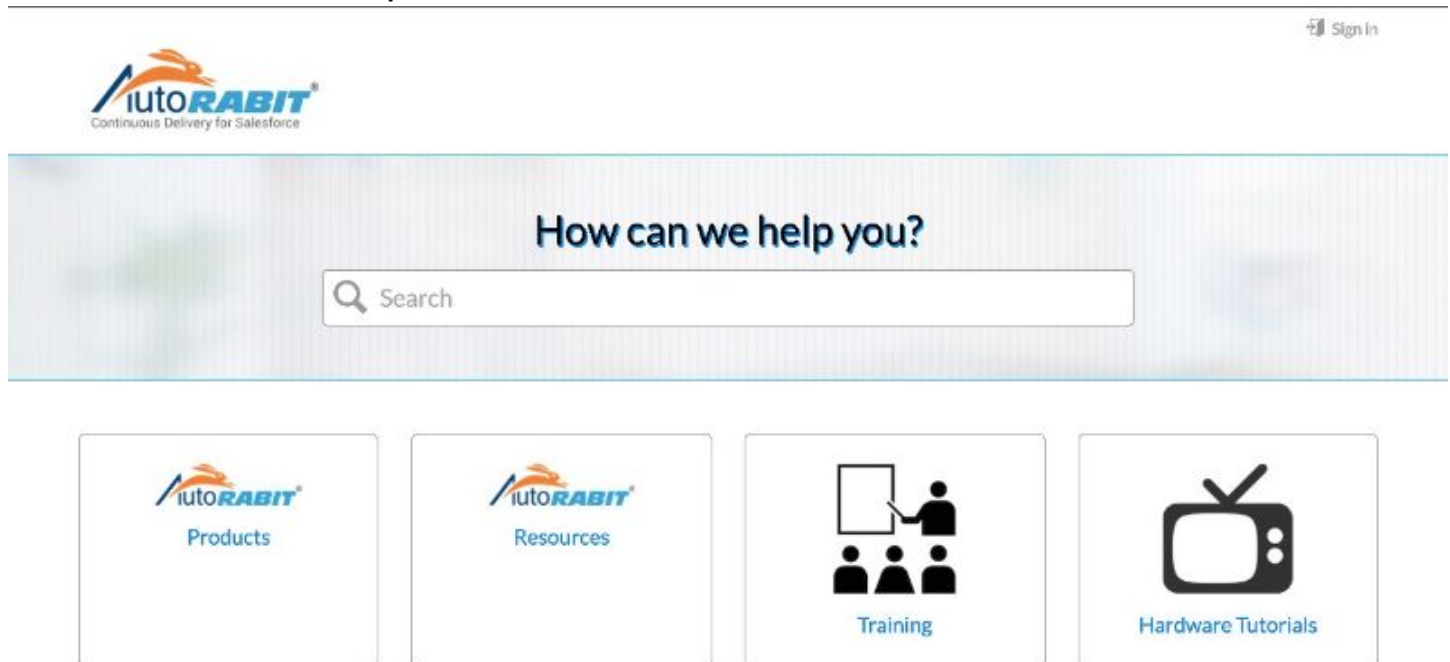
Why Customers Choose MindTouch?

- **Decrease Support and Customer Costs**
    - o Ticket deflection 25% to 50%
    - o Agent empowerment -40% mean time to resolution
- **Increase Net Promoter Score (NPS)**
    - o "How much effort did you put forth to handle your request?"
    - o Improves Customer Effort Score (CES), tied to revenue growth
        - ▪ Link to Harvard Business Review Article discussing Customer Effort & Revenue
- **Seize the Market!**
    - o CEB- "For B2B, 57% of sales cycle is done before engaging with customer"
    - o Big SEO - Juniper, RightScale, etc. report over 50% increase of organic site traffic originates from MindTouch Help Center
- **Extend and Integrate with no Services**
    - o F1 Help System that can extend inside ANY web application for immediate contextual support
    - o CRM Integration for ticket deflection and support agent empowerment
- **Drive Customer Retention**
    - o Annual retention rate increase 10 - 15%
- **Fastest time to value**
    - o Fanatical customer success on-boarding program that includes project and launch management

MindTouch Customer Examples:

SEO – SEO Best Practices and MindTouch Article

All customers have shared an increase in traffic to their corporate website after 12 months of launching their MindTouch customer success center. The majority have shared up to 50% increase, below are customer examples.

- RightScale reported up to 40% of their organic site traffic (to .com) originated from their MindTouch Help Center.
- Duda reported over 50% of their organic site traffic (to .com) originated from their MindTouch Help Center.
- Juniper Networks reported over 50% of their organic site traffic (to .com) originated from their MindTouch Help Center.

Sales

Gartner "**80%** of buyers self-educate online and **57%** of their buying process is complete before contacting vendor". (Gartner)

- "It is standard practice within the Enterprise to inquire about support on any product. A key component of Code42's support maturity and scale is our support site, support.code42.com, and our documentation. The site's clear and readily available documentation allows customers and prospects alike the ability to learn at their own speed, and find information real time. Businesses buy from people they trust — these tools are essential in our team's ability to demonstrate our ability to execute and differentiate with our customers and prospects." (Nick Schneider, Director of Sales, US & Canada)
- "The MindTouch-backed Code42 support site is a fantastic asset for sales. The site is beautiful and easy to use. Our customers can type in a few keywords from their favorite search engine or from the site search and quickly find useful information right from us. This gives us a huge amount of credibility during the sales cycle. Product and Engineering build products that just work and are easy to use, and it's a huge win for us to have a great help site that customers can rely on."
- Zuora biggest champions of MindTouch is their ever-growing sales team. "People are coming in through Google searches that would not have found us before".
- Duda shared after 60 days of launching MindTouch: Ratio of page views to customers contacting support 16:1

- Increase in page views indicates content is structured in a learning path to facilitate an experience for both prospects and customers to be product experts.

Support

- VP of Customer Success at Avalara, Tom Pacholke, and his team was able to create 2000 articles after launch which was an increase in productivity by 900% compared to their previous solution where they created 200 articles in the same period of time.
- RSA (EMC) reported a 32% reduction in repeat tickets after 6 months of launching MindTouch
- Verizon has reported a 14% reduction in mean time to resolution of inbound support cases after 12 months of launching MindTouch.
- Duda reported 67% of tickets were deflected during the first 60 days after launching their MindTouch site.

Product

- By using MindTouch, we've seen a spike in user adoption. With a learning framework of linked, sequenced, and related articles, customers find answers and supporting information from many departments that help them become product experts. Brian Peterson, Developer / Analyst

Technical Publications

- Exact Target reported that MindTouch has reduced their entire documentation overhead costs by 50%. With MindTouch they have continuously been able to extend and scale their multi-channel content outreach without requiring new employee costs.
- Reduced to the time to update documentation because they can utilize content contributors outside of the documentation team. MindTouch can scale for a highly skilled technical writer wanting to author in XML to a novice content contributor using the MindTouch WYSIWYG editor.
- "The real test came when we were under a crunch. Two new documents, written by two writers, in two days. With MindTouch, we were able to quickly create a skeleton document from other drafts, use the comments feature to easily collaborate, and quickly create shared content." **Chantel Brathwaite** *Senior Technical Writer at Pentaho*

MindTouch Onboarding Success Plan:
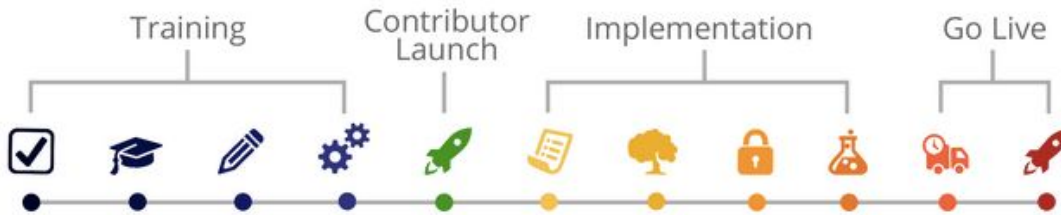
At MindTouch, your customer experience is very important to us. We believe that your customer experience isn't just limited to using our software; it's much more than that. To us, customer success begins in sales with your Customer Success Plan. Once you join our team, you'll start your journey with our Customer Success Team in our new customer Onboarding Process. The MindTouch Onboarding Process is designed to guide you and your team to launch. The Onboarding process has four stages to help train and manage your progress. Below is a preview of the checklist that the MindTouch Customer Success team goes through:

Initiate
o   Create a Minimal Viable Product
o   Lightly Branded
o   Information Architecture
o   Permission Model

Launch
o   Increase Domain Authority
o   Track Impact Web Analytics
o   Marketing Push
o   Begin Building Out Content Roadmap

Extend
o   Enhanced Branding
o   Intercept Calls, Chats, and Tickets
o   Agent Enablement
o   In-Product User Assistance
o   Chat Integration
o   Ticketing Integration
o   CRM Integration
o   Enhanced Website Integration
o   Track Content Requests
o   Build out Internal backlinks through the blog

Learn/Optimize
o   Content Analytics
o   Web Analytics
o   Google Webmaster Tools
o   Reiterate all reports from extend stage
o   Measure Success

Go Live Link to "Go Live Checklist"

About MindTouch

MindTouch leads the way in providing the ultimate product support experience for users and employees organization-wide using a collaborative, self-service platform. The multi-channel solution allows clients to track and analyze customer needs and behavior in order to provide knowledge faster. MindTouch continues to create great customer experiences that increase customer retention, and reinforce your company's brand image. MindTouch serves millions of users daily and is trusted by leading brands like SAP, HP, Intuit, EMC, Accenture, Salesforce, and Verizon. For more information, visit www.mindtouch.com.