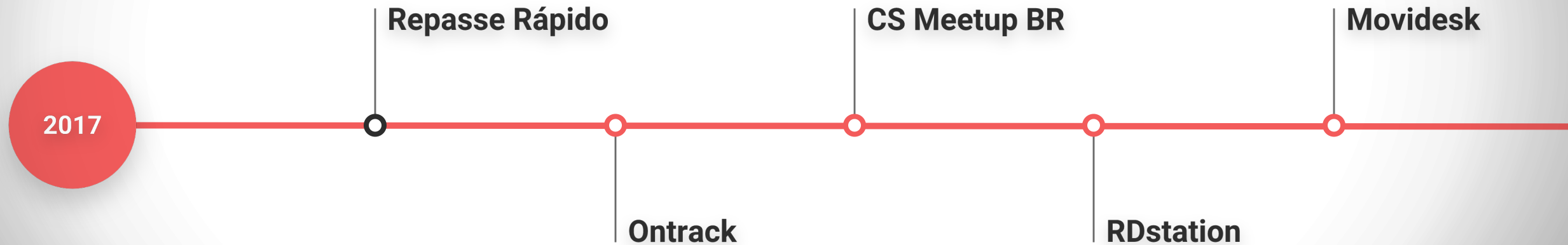


# Sucesso do Cliente Guiado pelo Produto

A evolução da entrega de sucesso

# Minha jornada



# Alinhamento de expectativa

- **Você não vai ver:**

Modelos prontos para você usar

Modelos No-SaaS ou B2C

- **Você verá:**

B2B SaaS

Tendências de mercado

Dicas práticas de alinhamento

**Sucesso do cliente guiado pelo produto?**

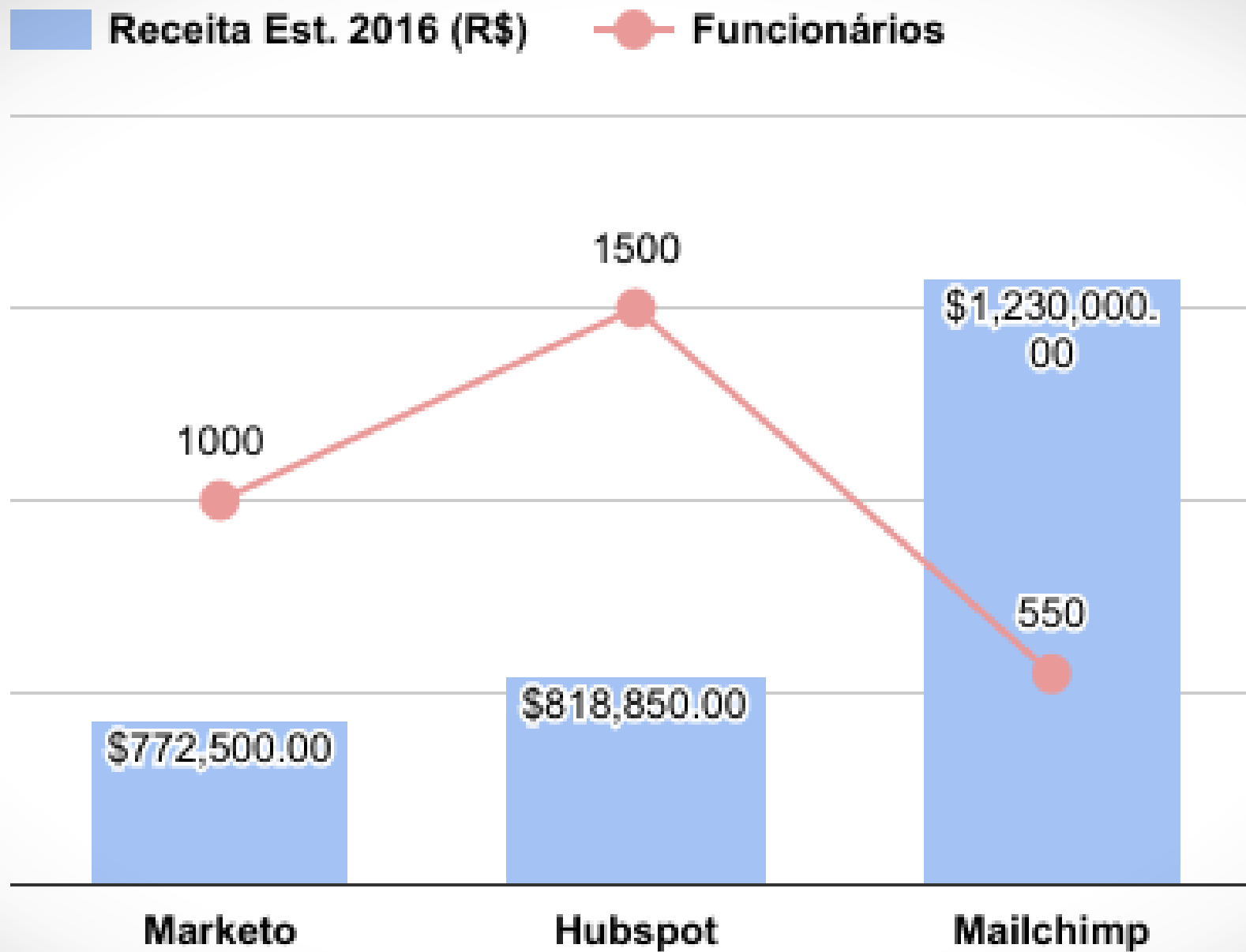
*Why?*



# **Jornada do cliente alinhada**

**Sucesso vem do produto!**

Receita Est. 2016



Case MAILCHIMP



**Diminuição de custos**

# 2019 Customer Success + Product Management Alignment Survey

TAKE THE SURVEY

## PULSE FOR PRODUCT TEAMS

Join the World's Leading SaaS Companies at Pulse

More than 5,000 growth-oriented leaders will come together for four days of education, inspiration, and connection. Now in its 7th year, Pulse is introducing an immersive Product Management track where you'll learn best practices behind the most successful product companies in cultivating customer-centric product

**O que acontece hoje?**



# THE GREAT DIVIDE



**Nearly 62%**  
of respondents said that Customer Success Teams were solely responsible for onboarding and other customer journey touchpoints

**More than 80%**  
of teams work in separate applications or spreadsheets

**More than 70%**  
of Product Managers spend little to no facetime with customers

**Depois o CSM explica**

**Gerador de demanda.**

**Produto só diz não.**

**Jornada desalinhada.**





**Jornada não é responsabilidade do CS**





# **Jornada do produto**

**Serviço + automação**

# Conteúdos

**Upsell + Crosssell + Referral**

# Recap

- **Sucesso vem do produto**
- **Alinhamento CS + Produto**
- **Jornada em conjunto!**



# Conteúdos

<https://www.thesuccessleague.io/blog/2018/11/8/lessons-learned-the-importance-of-a-product-led-customer-success-onboarding-strategy>

<https://labs.openviewpartners.com/customer-success-product-management-alignment/#.XN6jr45KjIV>

<https://medium.com/productschool/customer-success-as-a-prologue-for-product-management-ce9db3385984>

<https://www.youtube.com/watch?v=SR1THiE6TuY&t=678s>

<https://thecustomer.co/2019/01/02/the-case-for-product-led-customer-success/>

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<https://www.clientsuccess.com/blog/4-best-practices-to-align-customer-success-and-product-teams/>

<https://www.intercom.com/blog/product-strategy-means-saying-no/>

<https://blog.vindi.com.br/mailchimp-precisa-ser-estudado/>

<http://customersuccessbrasil.com/customersuccess-e-produto-3-dicas-para-melhorar-o-relacionamento/>



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