GUILD

3

Agency
6yrs
DigitasLBi

B2B Subs
(20yrs)
Econsultancy

SaaS Tech
(6yrs)
Guild, Ably

1. SaaS-mindset

1. Monthly (MRR)
2. Metrics (WAU/MAU, LTV/CAC >3)
3. Onboarding

Four reasons why every business should think like a SaaS Business, Ably

2. Customer-focus

1. Customer success
2. Product management
3. Modern marketing (M3)

GUILD

Customer success is becoming a growth engine that extends beyond software-as-a-service (SaaS) businesses.

Customer success 1.0

Focused on churn reduction and risk management

Emerged from SaaS companies focused on complex business applications

Customer success 2.0

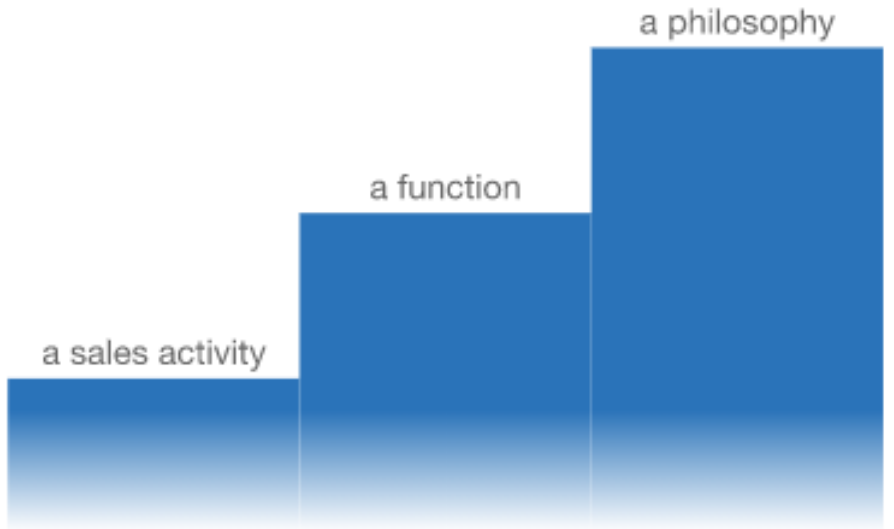
Recognizes customer success can be a growth engine

Used by companies across a range of B2B sectors to change the approach to customer-life-cycle management

McKinsey&Company

Customer success is evolving from a sales activity to a philosophy.

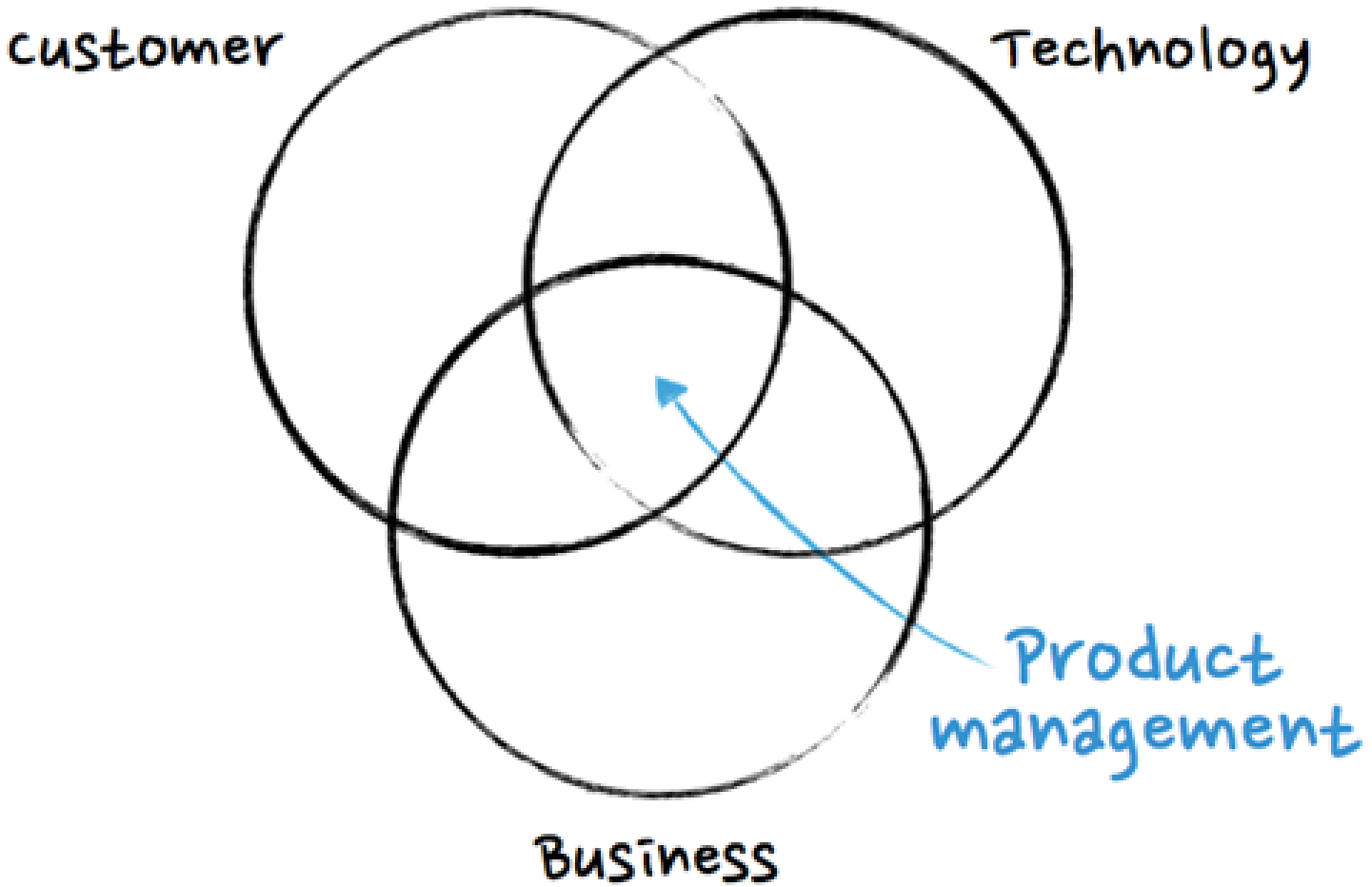
Customer success as ...



- The bar is rising for the B2B customer experience
- Customer success can be the catalyst that increases the focus on customer experience

Introducing customer success 2.0: The new growth engine, McKinsey

GUILD



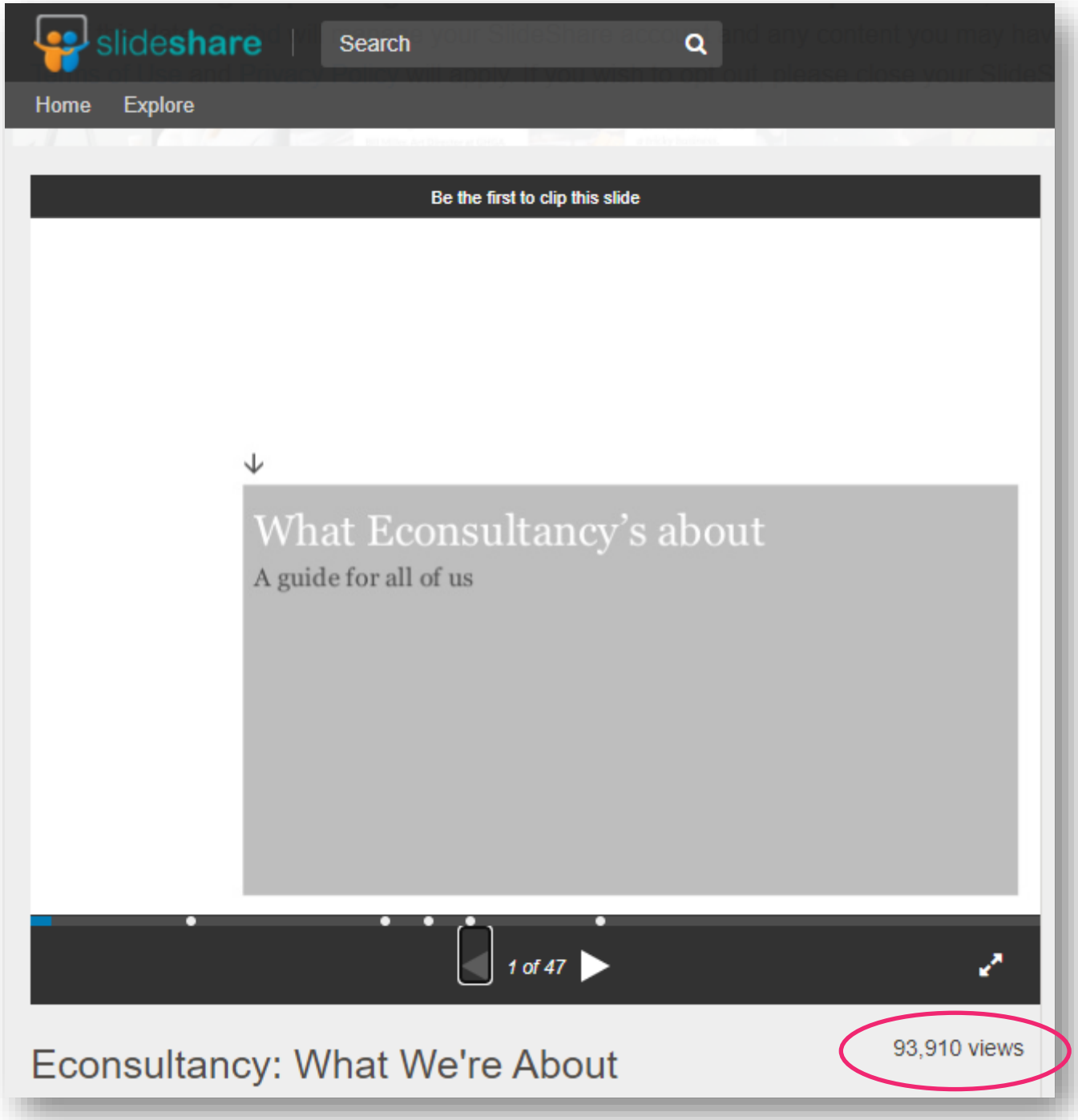
What, exactly, is a Product Manager?, Mind the Product

[Introducing the Modern Marketing Model (M3)](), Econsultancy

GUILD

3. Purpose-driven

1. Vision/mission
2. Values
3. Purpose



What Econsultancy's about, published on Slideshare, 2010

GUILD

Building a must-have product

- ✓ SaaS-mindset
- ✓ Customer-focus
- ✓ Purpose-driven

GUILD