

MYCUSTOMER360
PROGRAM GUIDE
**CUSTOMER
EXPANSION
PROGRAM**

Grow your “wallet share” with
current customers

mycustomer
360.com



About MyCustomer360

Companies around the world rely on MyCustomer360 for comprehensive programs that BUILD and SUSTAIN TRUSTED CUSTOMER relationships



A U.S.-based organization, MyCustomer360 is led by a global team of solution experts with a proven track record of creating programs that drive customer satisfaction while lowering costs and increasing revenue. Founded in 2015, we are a leader in providing business process outsourcing for marketing and back-office support including our program for supporting Customer Expansion initiatives.

With operations centers in California (Silicon Valley), India and the Philippines, we combine experience and expertise in meeting the needs of today's leading global companies—including security and compliance requirements concerning protection of customer data—while offering unparalleled support in any region 24/7.

Introduction

Outsourcing customer expansion

Welcome to this guide to the MyCustomer360 Customer Expansion program. It explains how we can work together to generate new revenue opportunities through customized, value-driven initiatives that grow and expand your relationships with current customers.

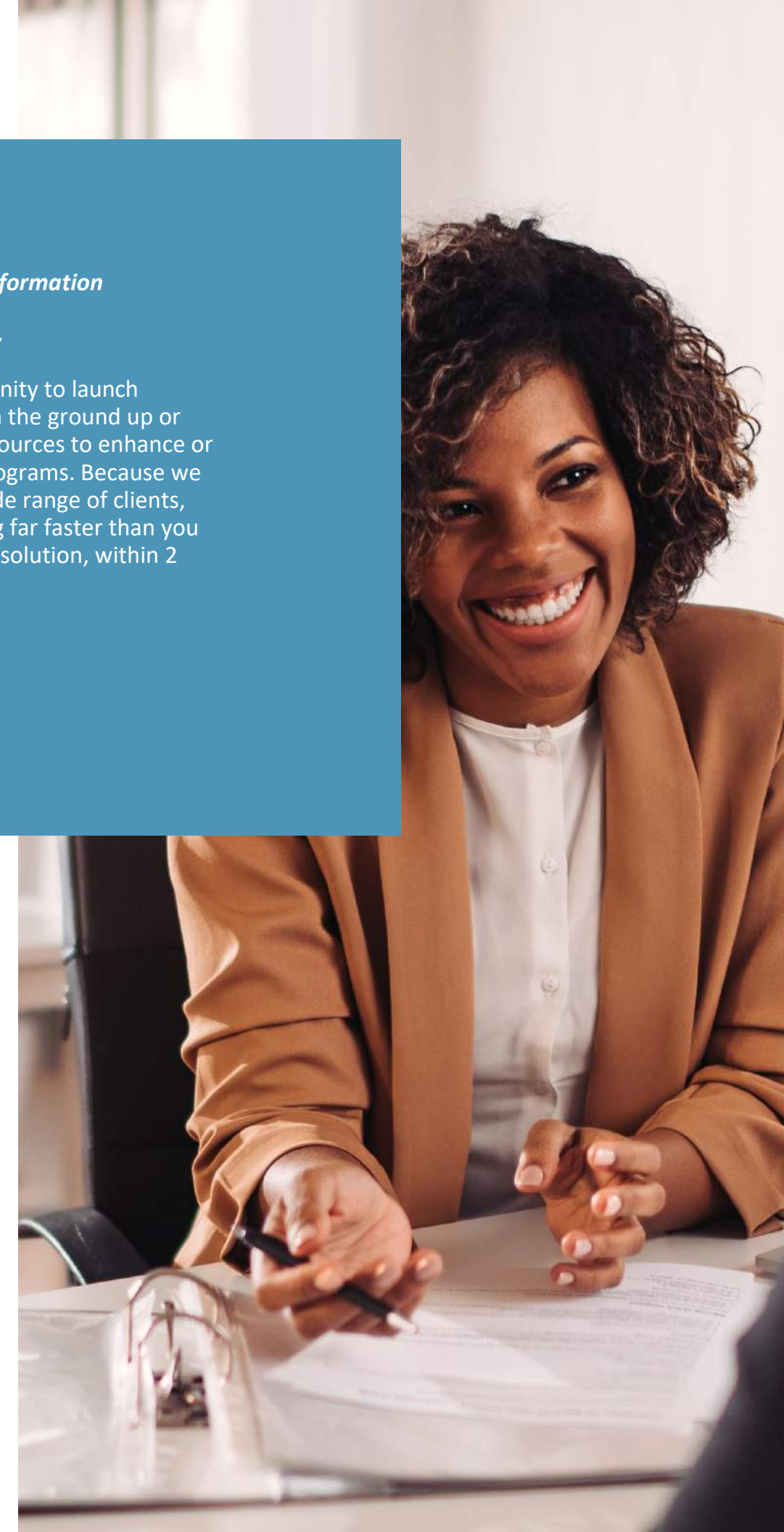
To maximize customer wallet-share, achieve consistent revenue growth and ensure that your customers continue to value their relationship with you, efforts that focus on expanding current accounts are the way to go.

Successful customer expansion programs start with a results- driven strategy backed by marketing resources tailored to your customers and the journey they are on using your solutions.

Rely on MyCustomer360 to help you get it right. As a leading provider of outsourcing services, customer expansion programs are a core strength— a foundational element of our programs for 360^o Customer Engagement.

Take advantage of the information provided in this program GUIDE and then let's talk.

We welcome the opportunity to launch expansion programs from the ground up or use our expertise and resources to enhance or fill the gaps in existing programs. Because we service the needs of a wide range of clients, we can be up and running far faster than you could launch an in-house solution, within 2 weeks of confirmation.



To Expand Your Relationship, Re-envision It

After making the heavy effort to acquire a new customer, many companies underestimate the effort required to expand an account. Sure, sales to current customers require less work upfront: There's no prospecting. No new account qualification. No need to establish your credibility. But that doesn't make them naturally occurring—in fact, anything but. Customers evolve. Management turns over. The person who initially championed your company may have moved on. They may still love your product, but over time—as in any relationship—they likely take you a bit for granted.

For that reason, expanding current accounts often starts by recapturing the initial excitement that prevailed when the relationship was new. In effect, to introduce the possibility of more sales you need to be constantly re-introducing your company.

Also, it's likely that not only has your customer changed, you've changed. Especially in fast moving markets such as IT, health care or cloud/software-as-a-service (SaaS), it's likely your own product and service options have undergone significant evolution.

That means your customers may know why they invested in the solutions you offered years ago, but not how to benefit or leverage the solutions you offer today. To expand the relationship—and ultimately increase wallet share—it's essential to keep painting the picture of what the “whole solution” with your customers really looks like. Brace yourself to hear over and over, “I had no idea you did that.”

MyCustomer360 has extensive experience with all aspects of implementing expansion programs. We see them as so essential for success in today's competitive markets, we include them as a critical part of our **360° Customer Engagement** offerings (see sidebar).

MyCustomer360 360° Customer Engagement Programs

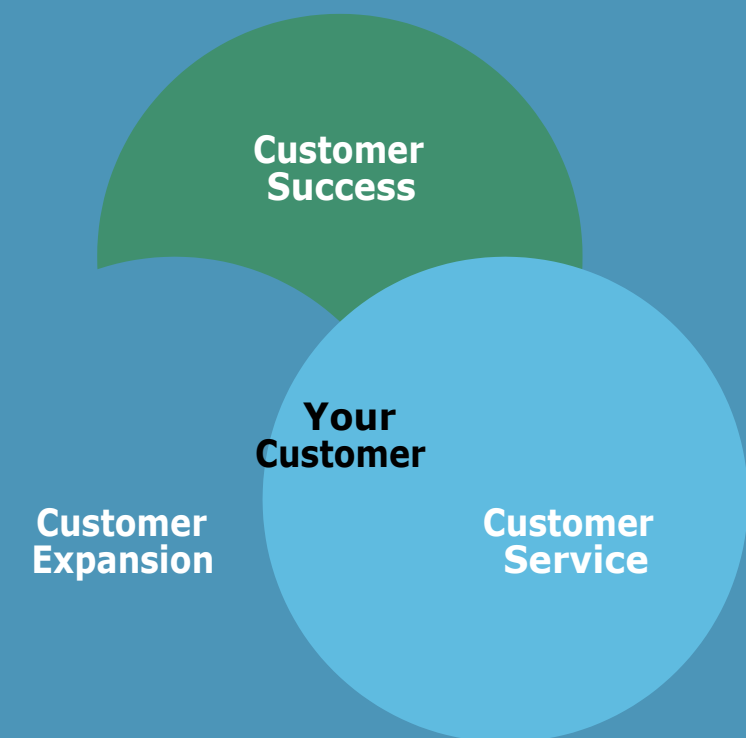
Customer Success — using onboarding, education, consultations and more to create better experiences and more complete relationships with current customers.

Customer Service — enhancing customer satisfaction levels through a fully managed solution for handling inbound queries on any channel.

Customer Expansion — generating new opportunities and increasing your competitiveness through targeted programs that reintroduce your solutions and the value they deliver.

We welcome the opportunity to discuss all our programs in more detail and invite you to consider taking part in our 90- day, no-risk Quick Start program to see in actual practice how we can help improve your level of customer success and increase revenue.

We look forward to working with you to achieve success.



MyCustomer360 360° Customer Engagement Solution
Maximize Your Customer Satisfaction, Wallet Share and Profitability

Customer Expansion Program

How we work with you

Customer expansion programs focused on current customers are proven ways to increase wallet share, build more lifetime time value and offset the very high costs of acquiring those customers in the first place.

Whether you're starting from scratch or enhancing existing efforts, rely on the experience, expertise and global resources of MyCustomer360 to implement and staff a solution more effectively, more quickly and at less cost than is possible using in-house resources.

As a client of a MyCustomer360, here's what you can expect to experience:

Set Your Goals

Our first step will be to establish the goals for your customer expansion program. This starts with a holistic look at your current situation:

- If you have customer expansion efforts already underway, what's working? What's not?
- What does a best-case customer look like, i.e., one using all of the available services and products?
- How have your products and services evolved? Does your current messaging to customers reflect your current offerings?
- Where are your opportunities for upselling and cross selling (e.g., premiumization and bundling)

As part of our initial assessment, we will also want to establish some key metrics, such as

1. Applications or services per customer
2. Revenue goal per customer
3. Quantifying overall strategic value, relationships, and measurable targets

Increase Your Reach

A customer expansion program typically includes targeted outreach to key decisionmakers and influencers. MyCustomer360 can help you with

- Mapping out the entire account including locations, lines-of-business, etc. that are or could potentially benefit from your services or solutions
- Identifying key customer contacts, including executives
- Build out all of the contact information so that you can engage the entire company

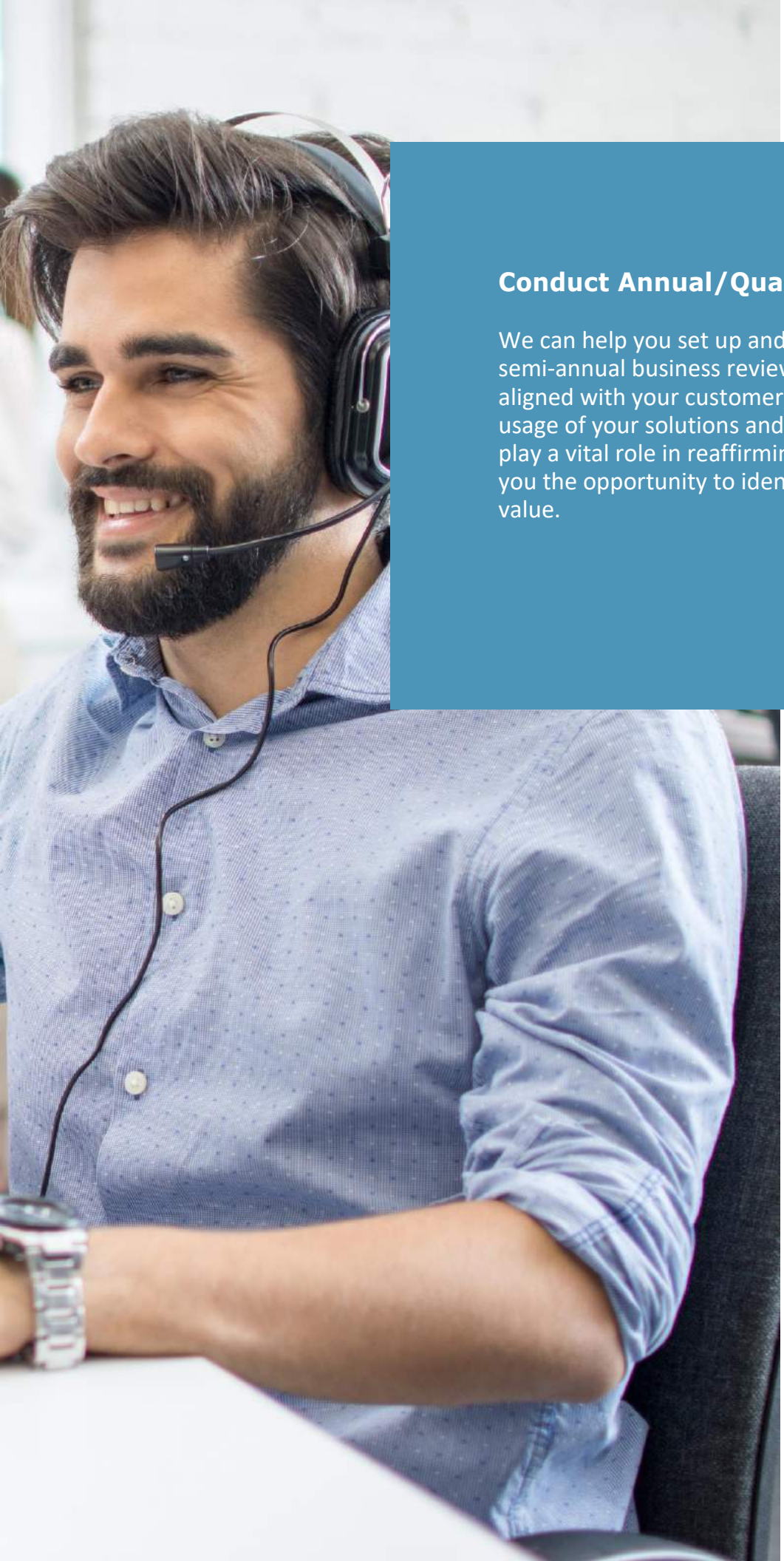
Develop and Execute Customer-Centric Campaigns

A key part of any customer expansion program will include outreach through thoughtfully produced marketing and content pieces illustrating how your solutions deliver value, support best practices, drive innovation, and meet needs in specific vertical markets. These can include

- Marketing in support of new solutions or services launches
- Actual customer use cases/success stories—either written or on video—demonstrating measurable value
- One-to-many programs such as webinars and podcasts showcasing the power of your solutions while also contributing to your reputation as a thought leader
- Newsletters and user groups are other ways to share higher levels of information and reach a broad audience efficiently

We regularly work with clients to create, organize and deliver these and other programs including the communications—such as email blasts and landing pages—that support them.





Conduct Annual/Quarterly Business Reviews

We can help you set up and execute annual, quarterly or semi-annual business reviews so that you are always aligned with your customer, their strategic direction and usage of your solutions and services. Regular reviews can play a vital role in reaffirming your value, while also giving you the opportunity to identify new ways you can add value.

People/Expertise

An impactful customer expansion initiative typically requires people in dedicated teams that know how to communicate effectively to your customers and position the value of your solutions. We will work with you to assemble teams focused on:

- Outbound telesales
- Following up on leads developed through digital campaigns
- Responding to inquiries

Comprehensive training is a must. Because we are dealing with such a critical asset—your customer base—it's essential that the teams assigned to you...

- Understand your products and solutions
- Keep the customer's usage journey/sales context in mind at all times
- Are fully prepared to identify cues to expansion opportunities

At MyCustomer360, because we are constantly recruiting to meet the needs of a wide range of clients, we are able to cast our net wider to find the people with the right skills and amortize the recruitment and training cost far more easily than any one organization could do on its own. This enables us to put together a top-tier customer expansion team that aligns with your needs and desired level of expertise, in far less time and at far less cost. In addition, working with MyCustomer360 offers these advantages:

- While we are U.S.-based, we extend our reach with global operations, including India and Manila
- We offer support in over 24+ languages including English, French, German, Spanish, Malay, and Arabic
- We actively recruit and train customer service reps with domain expertise in specialized or complex issues including IT, SaaS, finance, health care and more

Start Schedule

Because clients often come to us with very immediate needs—i.e., quarterly revenue objectives that could be met through an expansion program—we have the resources in place to get up and running in just weeks.



Getting Started

For further information on our Customer Expansion program or to learn more about our QuickStart Program where you can participate in a trial of our service for 90 days, talk with a MyCustomer360 Customer Service Advisor to have a strategic conversation about your current or future program.

Visit us at mycustomer360.com Call us at 408.799.4081
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About MyCustomer360

MyCustomer360 is a leading customer service management company that has been helping businesses improve customer satisfaction and increase revenue for many years. We offer a wide range of services, including customer support, customer success, and customer upsell and cross-sell programs. Our team is made up of experts in customer service, who are dedicated to helping our clients achieve success. We take a consultative approach to working with our clients and are committed to providing customized solutions that meet the unique needs of each business.