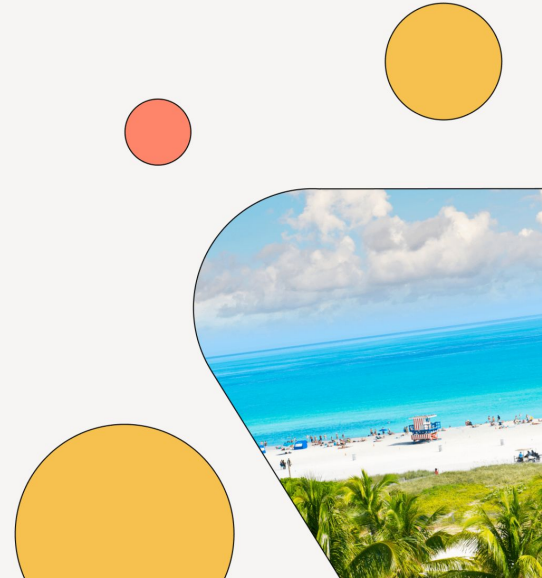


Unlocking Value:

# How Aruba's Digital-First Strategy Deepens Engagement

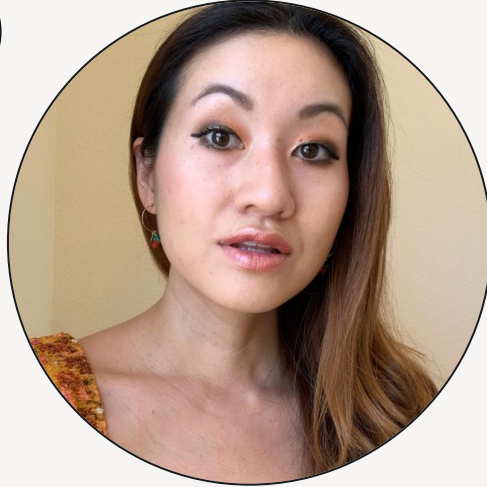
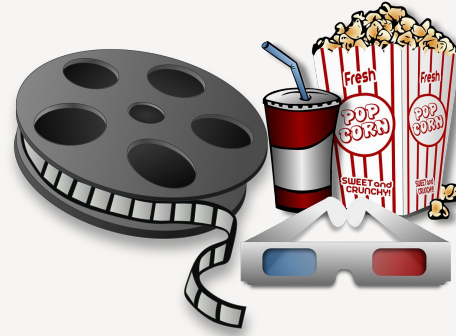
**Teresa Chu**

Head of Digital Engagement Strategy  
Aruba Networks



# Meet Aruba Customer Success





**Teresa Chu**  
Head of Digital Engagement  
Strategy  
Aruba Networks

- Heads Digital CS Program
- Full Stack Marketer
- Classical Movie Enthusiast



# About Aruba Networks

- > Founded in 2002, acquired by Hewlett Packard Enterprise in 2015
- > \$4B Company
- > **Global Leader in secure, intelligent edge-to-cloud networking solutions** that use AI to automate the network while harnessing data to drive powerful business outcomes



# What we'll cover

1. Aruba Customer Success Charter
2. Aruba Digital CS Story
3. How We Leveraged Totango
4. Digital Reimagined: What the Future Has in Store
5. By the Numbers
6. Tips & Key Learnings
7. Q & A

# Customer Success Charter

# Customer Success Charter

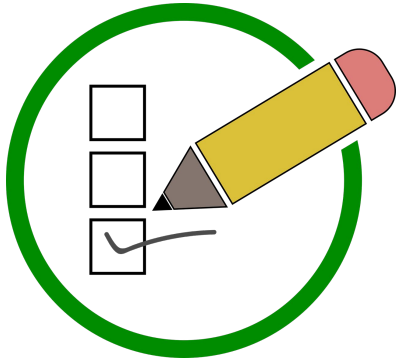
## Goals

- > Enhance the Aruba **post-buy** experience through **intelligent data driven approach** and help customers **realize value** from Aruba products and services.
- > **As a Customer Success Center of Excellence (COE)** we lead with a continuous evolution and optimization of our digital first approach, striving for processes that are automated, streamlined, and consistent.



# Aruba Digital CS Story





**Poll # 1:** Have you implemented a Digital CS Strategy at your organization?

# Why Digital Customer Success?

## Motivating Factors

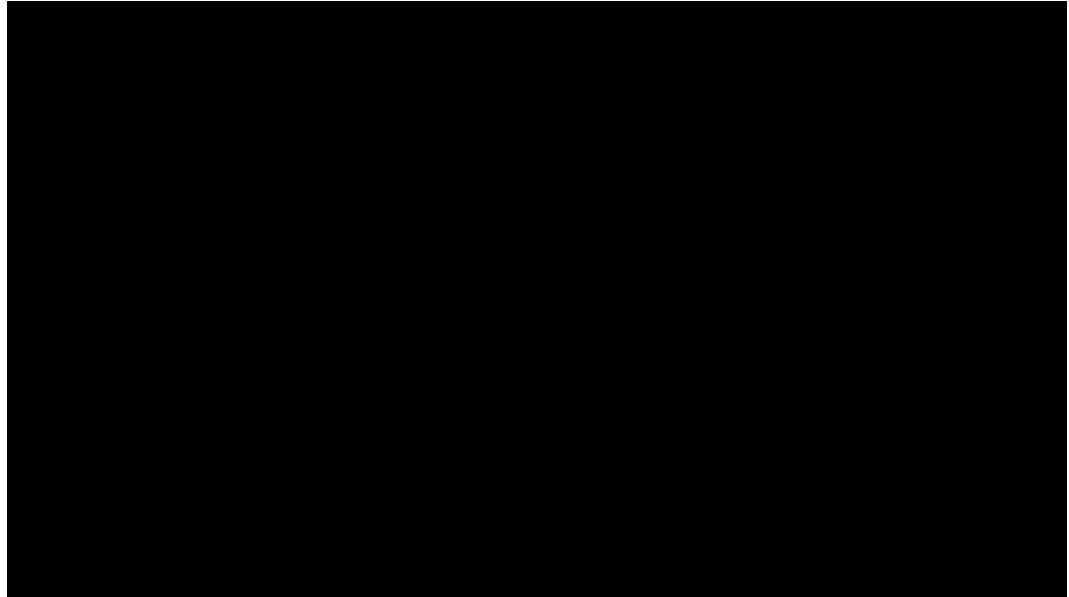
--> **Pandemic Outbreak**

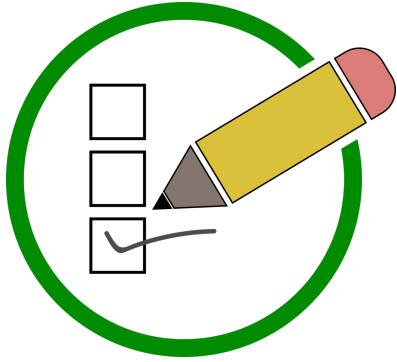


--> **Enhance Efficiency**



--> **One to Many**





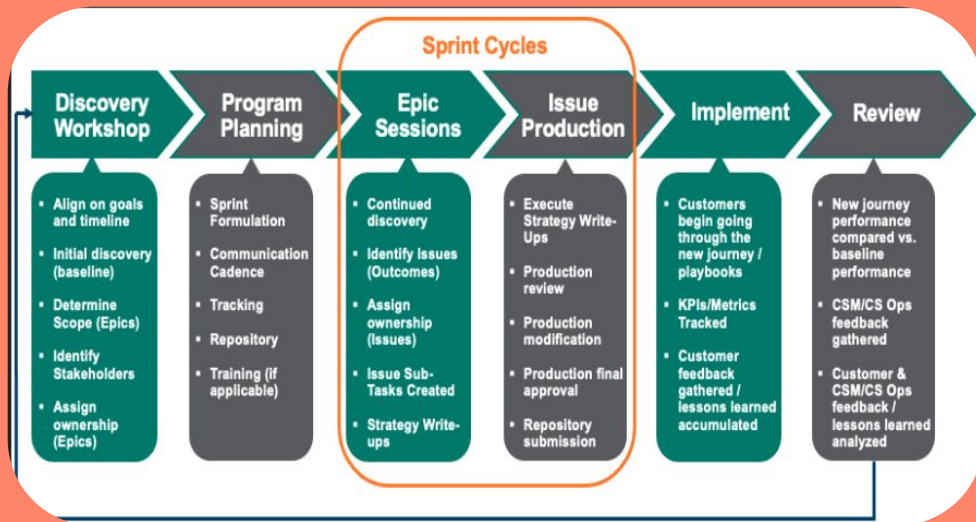
**Poll # 2:** Which of these do you think comes first when creating a digital customer success program?

# How Aruba Digital Customer Success Came to Be....



# Journey Maps & Workflows

MVP (Minimum Viable Product) - Focus is to produce the least / smallest amount of functionality required to successfully deliver a customer success experience to customers



# Content Creation

Meet Steve,  
Aruba Digital  
CSM



Understand  
your  
Audience



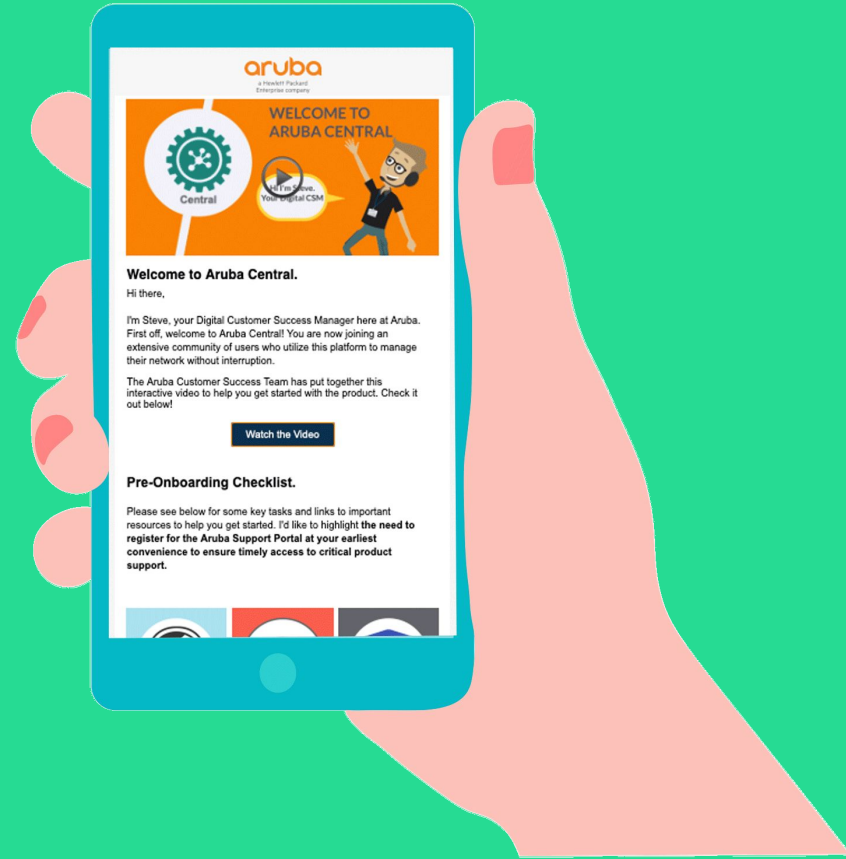
Align with  
Goals



Create  
Concept

# Double Clicking into a Campaign

Onboarding EM 1



# Data Driven

- **Classic Email Metrics**
  - Delivery Rate, Bounce Rate, Open Rate, CTR, CTO, Unsubscribe
- **Usage**
  - Adoption, Churn, Renewal
- **Surveys**
  - Customer Satisfaction
- **Testing**
  - Set up and execute A/B testing to improve key metrics



# Scaling with Totango

Goals

1

4

Template  
Library

Personalization

2



**Totango**

5

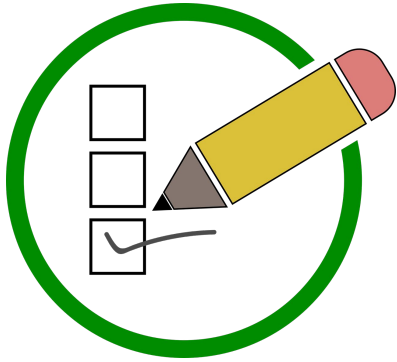
Triggers &  
Segmentation

Business Hours

3

6

Canvas



## **Poll # 3:** What is Totango Canvas used for?

# Digital Reimagined

**“Highly engaged customers buy 90% more often, spend 60% more per transaction, and have 3x the annual value compared to other customers.”**

# Digital Customer Experience Trends



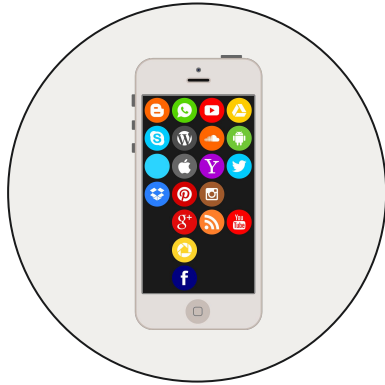
Advancements in AI and chatbot technology

Predictive Analytics

Video Marketing

Personalized and Consistent Communication

# Next Gen Digital Initiatives



Mobile App



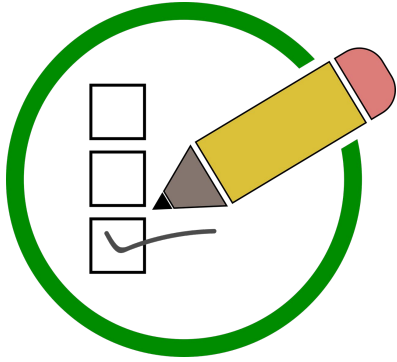
Monthly Insights Review



Webinar

Newsletter



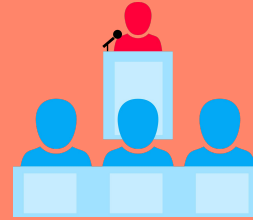


**Poll # 4:** Which next gen digital initiative would you like me to deep dive in to?



# Webinars

- Quarterly Cadence
- Sharing tips & best practices in the configuration and use of the product
- Update customers with new features and releases



53% Attendee Conversion Ratio



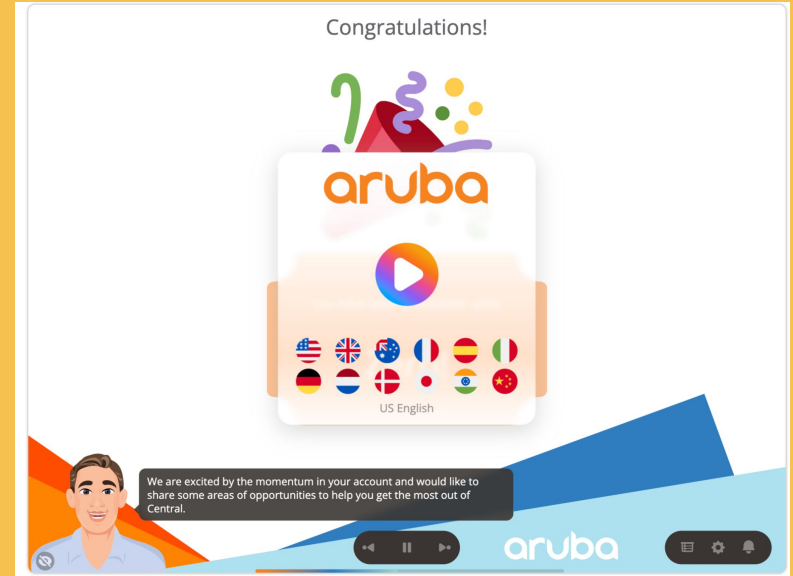
Over 50% Participation in Polls



47 minute average viewing session

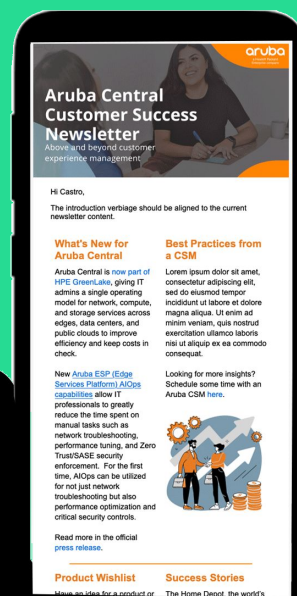
# Aruba Monthly Insights Review

- Share personalized usage data, health indicators and recommended growth opportunities
- Drive adoption, retention, renewals, expansion and advocacy
- Automated customer insights with actionable recommendations



# Newsletter

- Quarterly cadence
- Combination of below content
  - Product updates
  - Best practices for maximum ROI
  - Customer testimonials
  - Voice of the Customer
  - Upcoming Events



# Mobile App



- Central Leading Indicators of Customer Success
- Using customer telemetry to create insightful dashboards
- Help Center / CSM Exclusive Content
- Product Wishlist
- Alerts
- News on upcoming releases

# By the Numbers

# By the Numbers



Over half of customers complete onboarding in 30 days or less

DC led to 12% overall monthly key activations

DC led to 19% reduction in non-activated churn

DC led to 33 monthly scheduled CSM chats

# Tips

# Tips to Stay Ahead



Test, test, test various elements of email to improve



Push the boundaries and explore alternative channels to engage customers



Monitor the marketplace and network with peers



Listen to your customers



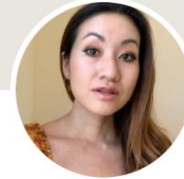
**“Look ahead and  
continue to optimize  
the digital  
experience.”**

# Q & A

# Thank You

**Teresa Chu**

Head of Digital Engagement Strategy  
Aruba Networks



**Teresa Chu**

Head of Digital Engagement Strategy at Aruba,  
a Hewlett Packard Enterprise company

