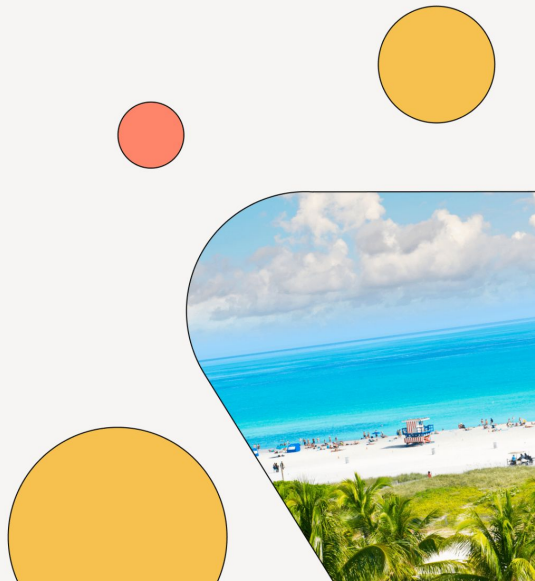


# Using Signals to Drive Customer Value and Health

**Emilee Marchesiello**  
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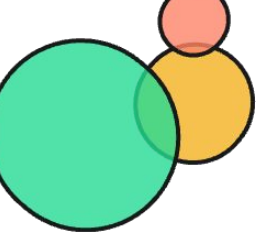
# Who is Meazure Learning?

Our goal is to serve the **higher-ed** marketplace by providing a reliable and secure online proctoring experience. The **higher-ed** division accounts for \$30 million of Meazure Learning's \$92 million in revenue. Our **customer success** team is comprised of 17 members who are each responsible for about \$2.5 million in their book of business.



# Topics to Discuss

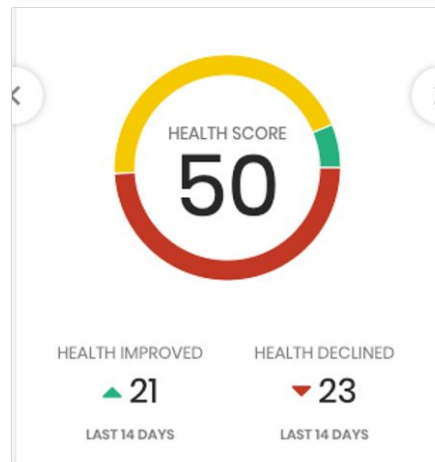
1. Cravings
2. Recipe Research
3. Prep & Bake
4. Enjoy
5. Evaluate
6. Modify & Fine Tune



# The Cravings *Where We Started*

*"My greatest dream is to eat all of the food in the very hungry caterpillar and then sleep in a cocoon for 2 weeks" - Unknown*

- > **Last Touch:** The last interaction our CSS's had with the client in the last 21 days.
- > **Risk Status:** Does or Does Not exist.
- > **CSS Sentiment:** Green, Yellow, and Red.



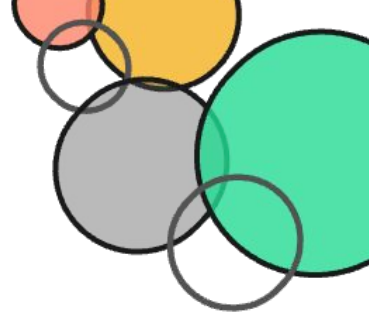
**Spoiler Alert:** This did not work for us.

# Recipe Research



# Prepare

## *Determine What Is Important*



### --> TIERS

Different Tiers require different needs and different health scores.

### --> DIMENSIONS

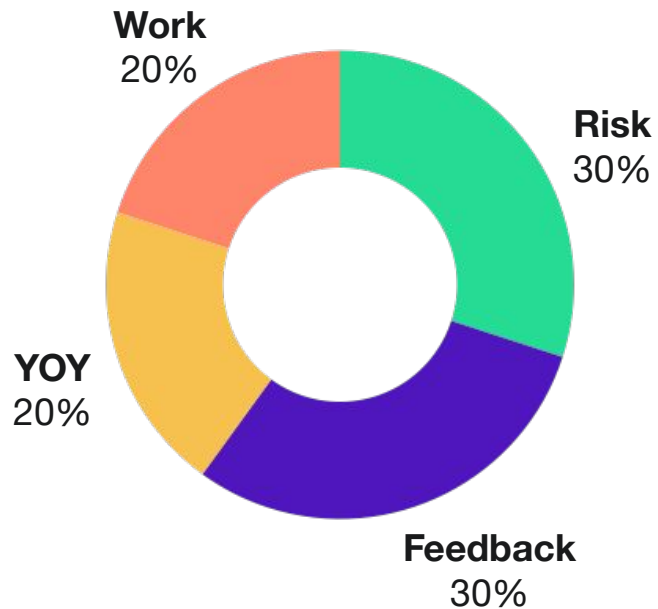
The different *categories* that allow you to analyze your customer base.

### --> METRICS

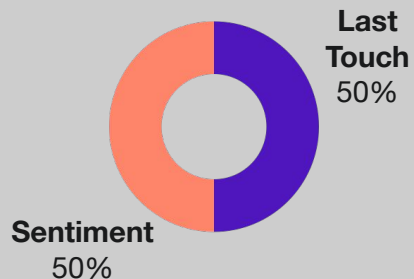
Selecting data points to filter into the different dimensions.

# Bake

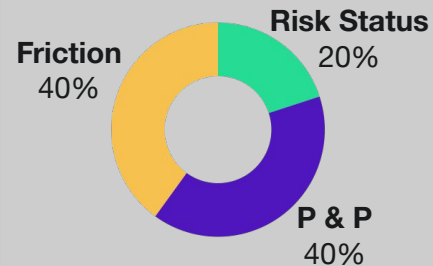
## Multidimensional Health Breakdown



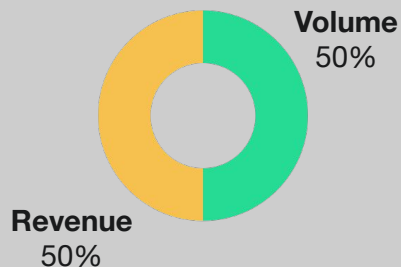
### Work Dimension



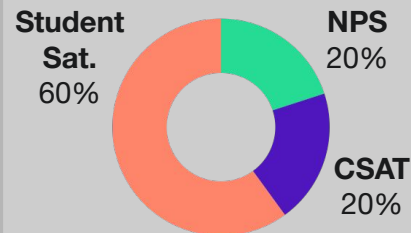
### Risk Dimension



### YOY Dimension

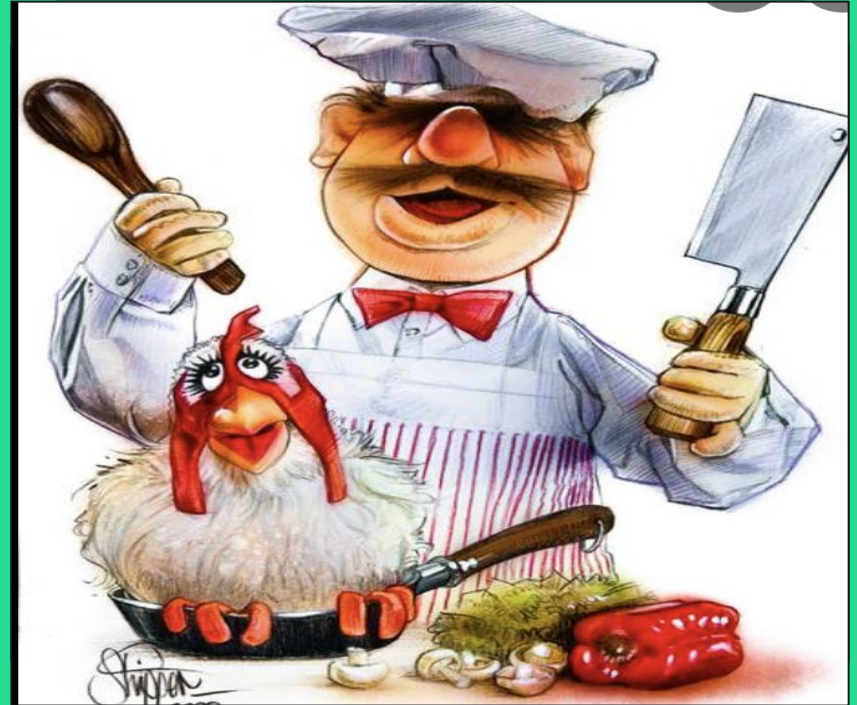


### Feedback Dimension

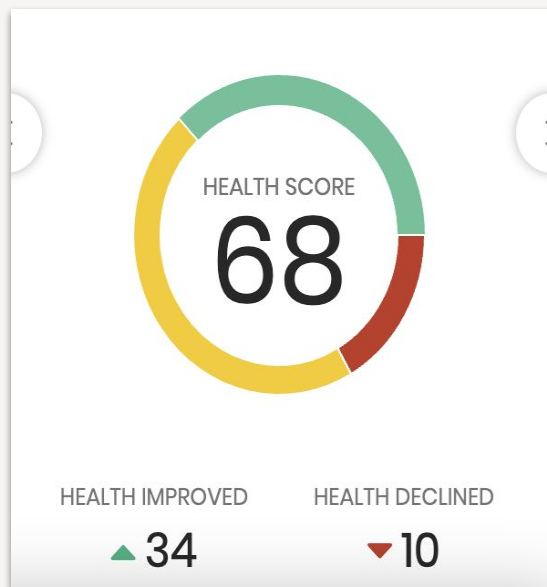




# Enjoy



# Evaluate *Your Metrics For Success*



# Cleaning Up NPS

## *Evaluating Your Metrics For Success*

Fall 2021 NPS  
Fall 2021 (Sent Dec 15th) NPS Results



👤 Fall 2021 NPS

User NPS Breakup  
Fall 2021



👤 Fall 2021 NPS

NPS - Centralized  
Fall 2021



👤 Fall 2021 NPS - Centralized

NPS - Decentralized  
Fall 2021



👤 Fall 2021 NPS - Decentralized

2022 NPS - Score  
Summer



👤 NPS - Summer 2022

2022 NPS - Breakup  
Summer



👤 NPS - Summer 2022

2022 NPS - Centralized  
Summer



👤 NPS - Summer 2022 - Centralized

2022 NPS - Decentralized  
Summer



👤 NPS - Summer 2022 - Decentralized

# Modify & Fine Tune



# Evaluate Your Metrics

## *Adapt Based on Executive Expectations*

### → RISK CATEGORIES

Pricing & Packaging vs. Customer Friction

Pricing and Packaging



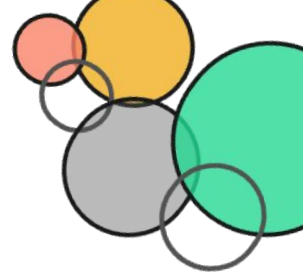
📁 Risk: Pricing and Packaging

Customer Friction



📁 Risk: Customer Friction

# Lessons Learned & Skills Acquired



--> **Reliable Communication & Observation Skills**

Hosting a party means you need to consider factors that will impact the mood of the “guests”

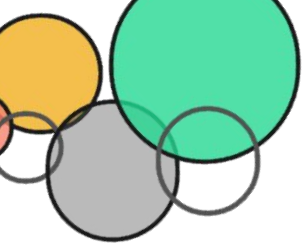
--> **Creative Spark**

Ability to serve dishes outside the box

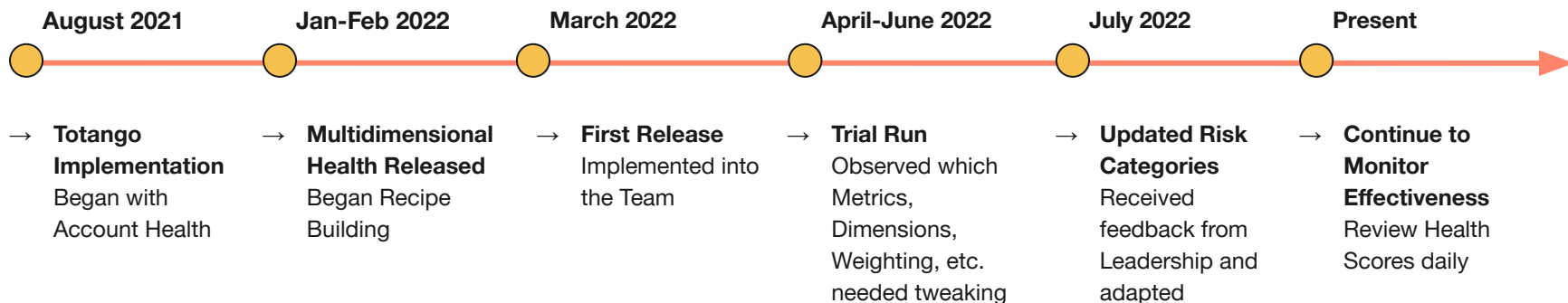
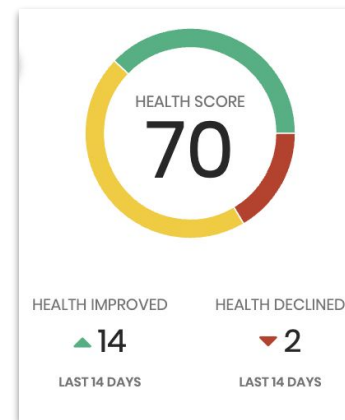
--> **Intuition**

Know your market - will you receive spoiled goods? Always wash before prep.

--> **Flexibility & Adaptability**



# How Long Does This Take?



# Where Are We Now?

Apr 22 - Volume  
Actual / Projected



Apr 2022 - Volume  
Apr 2022 - Volume

May 22 - Vol  
Actual / Projected



May 2022 - Volume  
May 2022 - Volume

Jun 22 - Vol  
Actual / Projected



Jun 2022 - Volume  
Jun 2022 - Volume

Q2 22 - Revenue  
Actual / AOP



Q2 2022 - Revenue  
Q2 2022 - Revenue

Q2 2022 AOP

\$5.72M

Q2 2022 - Revenue

Q2 2022 Projected Revenue

\$5.00M

Q2 2022 - Revenue

Q2 2022 Actual Revenue

\$5.69M

Q2 2022 - Revenue



# MULTIDIMENSIONAL HEALTH

## *from scratch*

"Every skilled baker was first an amateur!" - Chris Geiger

### INGREDIENTS

1/4 cup Voice of the Customer

2 tsp Risk

1/3 tsp Usage

1/3 cup Engagement

### SEASONINGS

pinch CSAT & NPS

zest Last Touch

squeeze CSS Sentiment

drop YOY Revenue



est. time  
**VARIES**



est. servings  
**ANY CUSTOMER**



skill level  
**ANY**



**CHOOSE YOUR INGREDIENTS**  
*Determine your ingredients and seasonings based on your customer base knowledge.*



**COMPARE YOUR CUSTOMERS**  
*Determine whether different customers need different ingredients or seasonings.*



**CHOOSE YOUR PORTIONS**  
*Determine the weight of each ingredient and seasoning to make up your overall health score.*



**TRY IT OUT**  
*Determine your completed recipe and bake until ready.*

*NOTE: you may have to bake multiple batches until correct.*

**“If the theory turns out to be right, there will be tremendously thick and tasty icing on the cake.”**

**- *Brian Greene***

# Thank You

**Emilee Marchesiello**

Director of Customer Success

ProctorU - Measure Learning

