

CUSTOMERXCON 2023

Data-Driven Champion Building: Easy Wins with Analytics

Josh Levin
Manager, Customer Success
Honeycomb.io
linktr.ee/joshlevin



ACCELERATE!

WHY Do We Even Need Data?

"Adoption is fine, people seem to be using the tool..."



"My team's core use case is X; I'm not sure about the rest of the company..."

"I haven't received any negative feedback from users..."



WHY Do We Even Need Data?

Building a champion can't rely just on their word

- Customer champions are unlikely to have broad sense of scope of impact
 - In most situations, their focus is narrow and view on adoption heavily biased
- Champions, at best, only know the *outcomes* achieved by their users using your tool
 - Not how they got there
- "Their word" isn't scalable or reportable...but data is



WHO Is This ~~Schmuck~~ Cool Dude that's Talking?



Cool dude

Niece (now 5, w/mild tyrannical tendencies)

I'm Josh!

- Currently: Manager, Customer Success @ Honeycomb.io
 - Manage group of Technical CSMs
- Technical CS for almost a decade
- Based in Orange County, CA



WHAT Are We Trying to Accomplish?

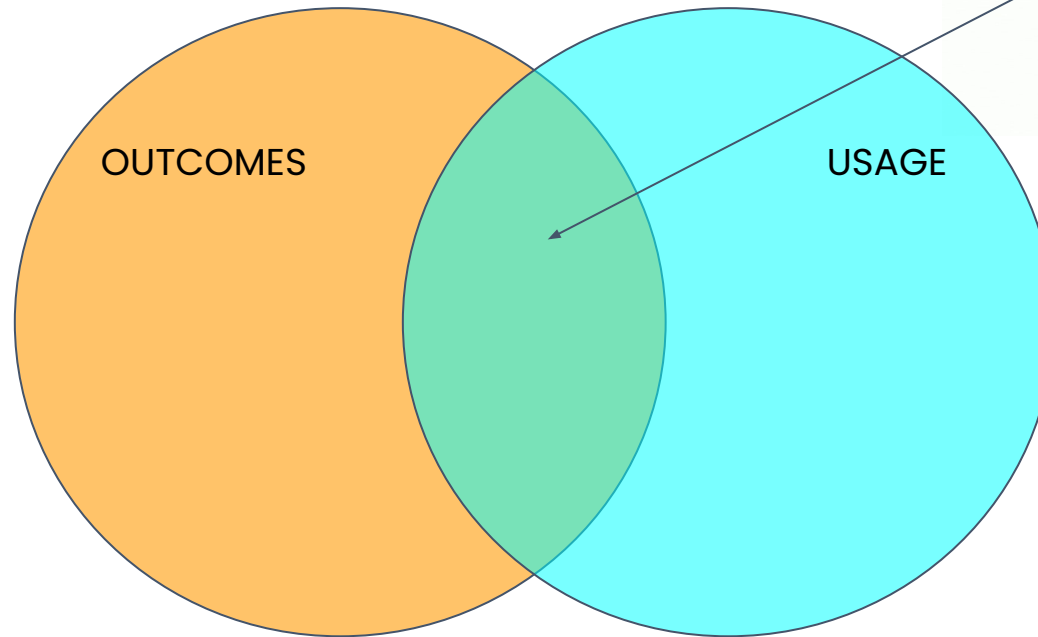
General Principles

- The Venn Diagram of Usage and Outcomes
- Let Customer Usage Speak for Itself
- Make the Data Consumable



WHAT Are We Trying to Accomplish?

The Venn Diagram of Usage and Outcomes



WHAT Are We Trying to Accomplish?

Let Customer Usage Speak for Itself

- Your conception of “healthy adoption” isn’t always reality for all customers
 - Different customers → different outcomes → different measurements of success
- Approach your usage data like a science experiment:
 - What are some common patterns for successful customers?
 - What kinds of usage separate our legacy customers from newer ones?
 - What kinds of usage separate our large upsells from our flat renewals/contractions?



WHAT Are We Trying to Accomplish?

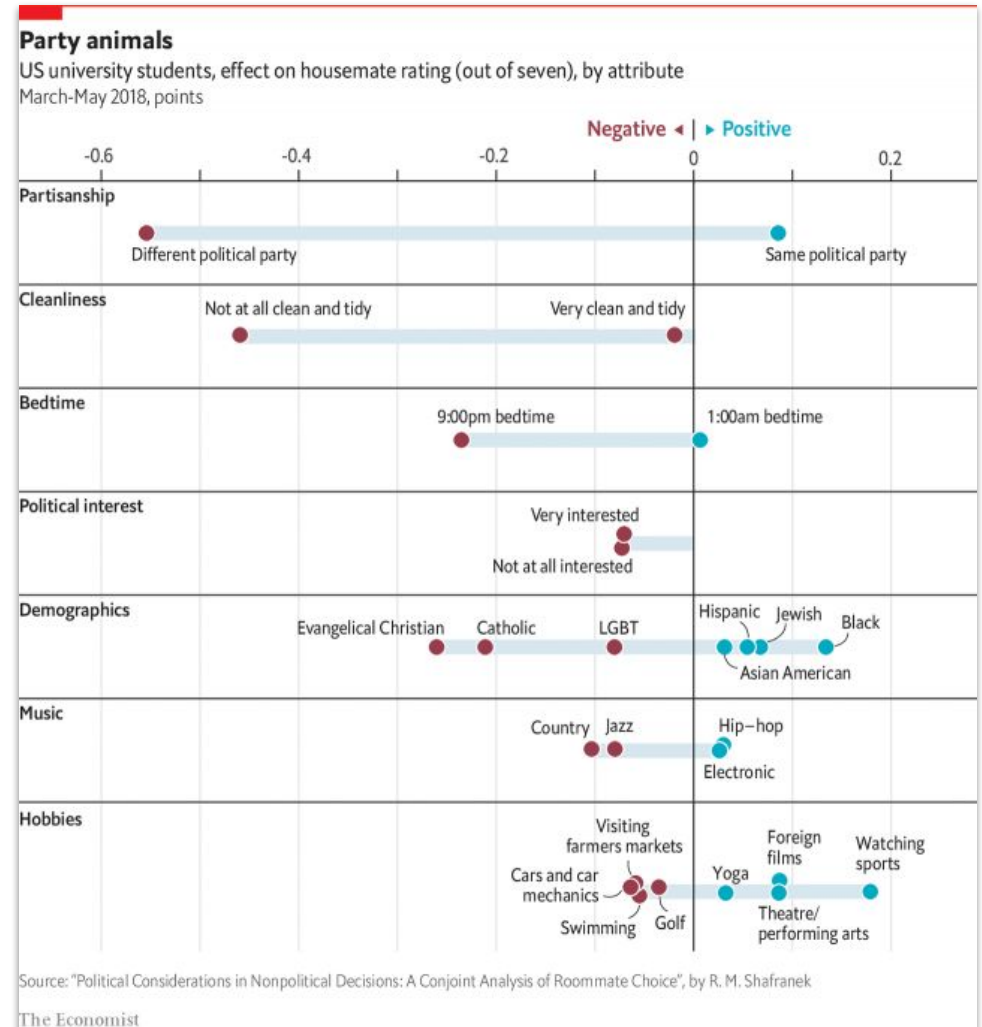
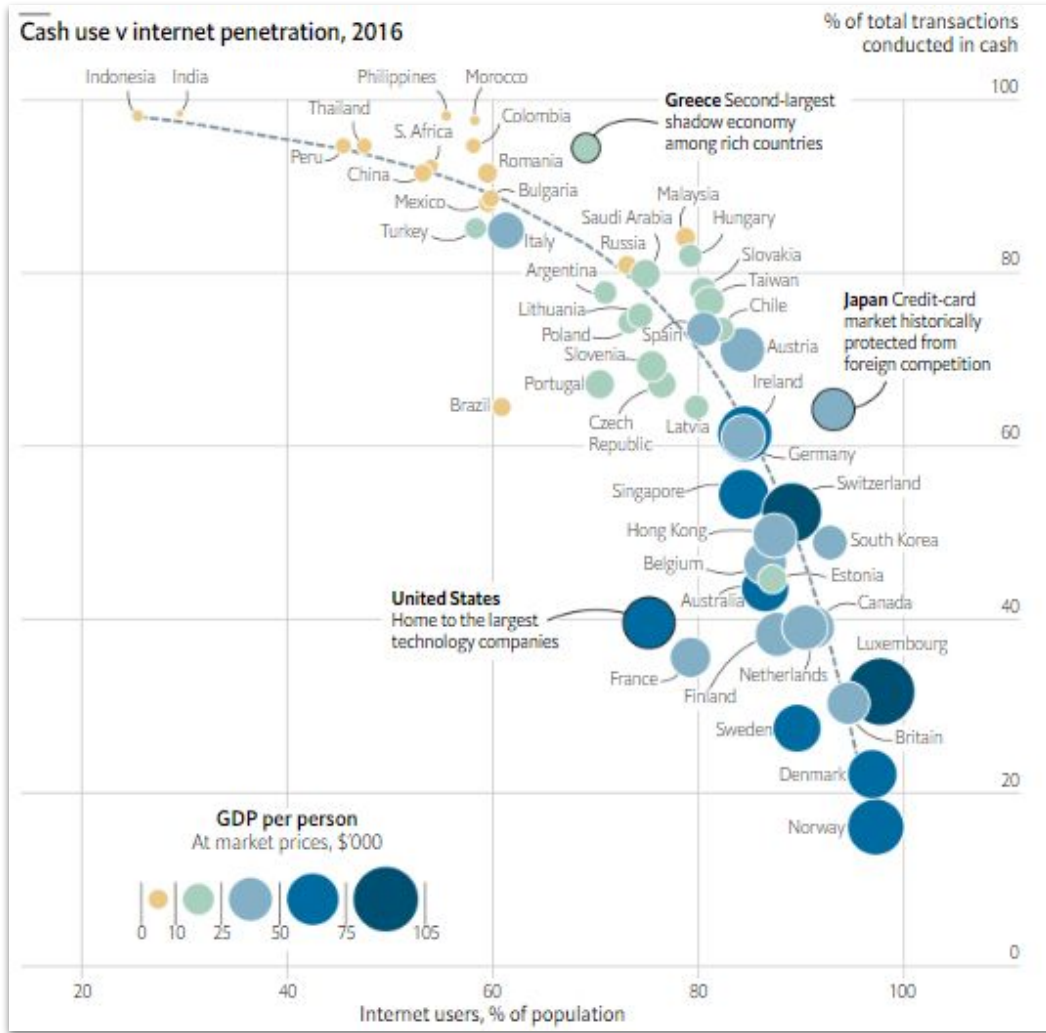
Make the Data Consumable

- Data is only as good as its interpretability
- Want it in a format that your *champion* can easily understand and share across their org

The
Economist



WHAT Are We Trying to Accomplish?



HOW Are We Going to Do It?

Usage Frequency

- Basic principle: how often are users using your product
- Key point: *logins do not represent usage!*
 - Need to first determine what flag/signal indicates a unit of usage (a query, a config change, an asset generated, etc.)
- Next, few examples of how to represent usage frequency:
 - Percentage of user base active per day (on average)
 - Number of days someone was active over past 30 days
 - Percentage of users active over past 30 days
- Depends on your tool and how it's used



HOW Are We Going to Do It?

Feature-Specific Usage

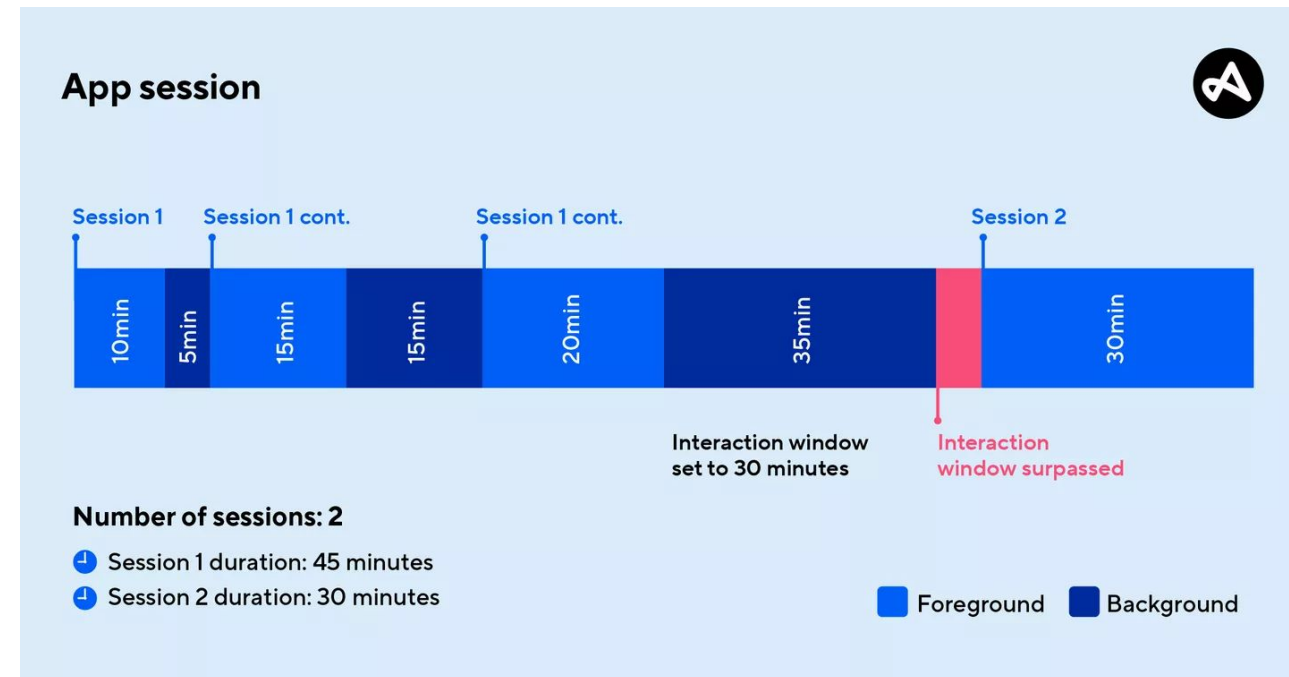
- Similar in flavor to Usage Frequency, but specific to core product features
 - Can leverage similar calculation methods
- Important to highlight two types of features here:
 - Core product features
 - Product differentiating features
- In particular, this area is great opportunity to highlight *changes* in usage measurement
 - i.e. not simply “20% of your team use featureX daily”, but also “the percentage of your team using featureX daily has increased 14% since onboarding”



HOW Are We Going to Do It?

Sessions and Session Endpoints

- [What is a session?](#)
 - Essentially, a period of time of sustained user engagement with your tool, separated by an identifiable break period
 - Some industry standards for defining that break period, but ultimately dependent on tool and how it's used



<https://www.adjust.com/glossary/session/>

HOW Are We Going to Do It?

Sessions and Session Endpoints

- How to use session definition:
 - Average session length
 - Average number of sessions per day/week/month
 - Activity per session (and for bonus points: categorized by type of activity)
- Session Endpoints
 - answering the question “where in the tool do these sessions tend to end?”
 - correlate to [achieved outcomes](#)
 - e.g. based on usage numbers and session endpoints, are users showing that they’re leaving the tool satisfied, or stuck?
- Why it’s useful: great set of measurements for depth and breadth of adoption/stickiness

<https://www.adjust.com/glossary/session/>



HOW Are We Going to Do It?

Expertise Scoring

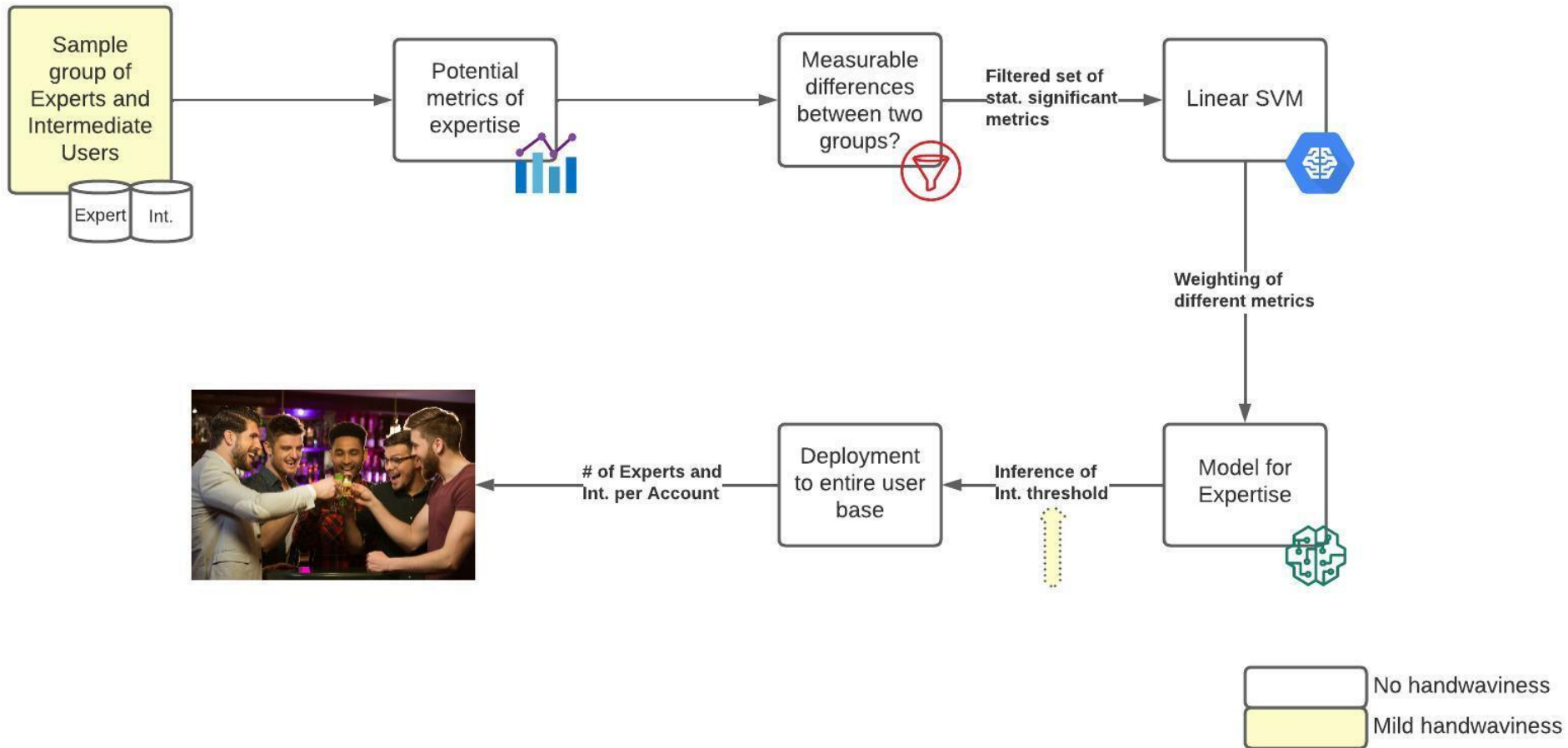
- Goal: Segment users by maturity with the product
 - Could start simple with just “Healthy” vs. “Unhealthy”, grow into “Expert”/“Intermediate”/“Beginner”
- Implementation Strategy:
 - **Let customer data speak for itself!** Don't define mature usage purely based on your perception of “the ideal user”
 - i. Identify subset of users you'd anecdotally consider “healthy users of our product”
 - ii. List dimensions of usage (could include aforementioned slide topics!), ways of measuring healthy adoption
 - iii. Calculate usage of your subset of users along these dimensions, compare to rest of population



HOW Are We Going to Do It?

[Walkthrough](#)

[Blog Post](#)



Mistakes to Avoid

- 1. KISS (Keep It Simple ~~Stupid~~ Silly), at least to begin with**
If this is your first foray into Usage Data and Analytics, start simple and build iteratively
- 2. Don't build this alone**
Make this project cross-functional, get others involved for visibility and perspective
- 3. Always keep shareability in mind**
How can this best be shared back to your customers and community



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Thanks for your time!



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