2020 TSIA
STAR Award
Featured Application
Innovation in Customer Success

As we at Informatica, continue our transformation towards a cloud-focused subscription business, our Customer Success portfolio has also evolved supporting our growth aspirations. We design our services to drive customer business outcomes, ranging from high human-touch strategic engagements to technology-fueled digital engagements, all while ensuring superior customer experience in every aspect of their product journey.

At Informatica, Customers are at the center of everything we do, the goal of Customer Success Management is to maximize Customer Lifetime Value (LTV) by effectively driving their Business Outcomes @Scale.

OUR TRANSFORMATION
CUSTOMER SUCCESS WAS THE FOUNDATION BUT POSED NEW CHALLENGES

Traditional engagement models were no longer enough!
With a fast-growing customer base and Informatica’s shift towards emerging cloud products, Customer Success Managers (CSMs) were struggling to create and sustain the “Always-On, Always-Me” experiences that customers were expecting. The volume, complexity, and urgency of customer-to-CSM interactions was increasing exponentially. In addition, the fact that we became a $1B ARR company also pushed us to challenge the traditional approach of customer segmentation – digital experiences for low touch vs. human interventions for high-touch occasions.

Customers were demanding faster Business value
With the widespread adoption of instant, digital ecosystems, our customers were expecting immediate answers with lower effort. The Digital-Human blur was increasing, and customers were becoming more demanding to see faster onboarding and first value. Due to the complexities and range of products Informatica offers combining with the exponential growth, providing the same onboarding experience for all customers was becoming a challenge.

Internal Orchestration was eating into Customer Engagement time
Making a customer a reference is the end goal for every CSM. Customers expect our CSMs to provide best-in-class experiences and our CSMs are the hub of every Customer interaction in Informatica®. We found that our CSMs while playing this pivotal role, spending >55% of their time in internal orchestration and cross-functional activities. However, the battleground for supremacy in the industry is no longer category dominance, it is customer engagement.

To meet these rising expectations, we set out on a journey to increase the scale, agility, and quality of our Customer Success function, thereby help customers accelerate their journey from “Purchase” to “Value”.

OUR APPROACH
SCALABLE INTELLIGENT DATA-DRIVEN CUSTOMER SUCCESS

![Image of Digital Touch Points]

- **Deal Quality Insights**
- **Auto Accelerator Request**
- **Milestone Alerts**
- **Usage Predictor**
- **Expansion triggers & Insights**
- **Digitally Augmented Elastic Touchpoints**

**Digital Touch Points**
- **Success Portal**
- **In Product Experience**
- **ChatBOT**
- **Upsell Recommendations**

**Digital Functional Dynamic Engagement**
- **Purchase**
- **Onboarding**
- **First Value**
- **Adoption**
- **Optimize**
- **Upsell/Renewal**
Our AI-infused Adoption Analytics platform – Cassini (Modern Cloud Lake House) uses integrated Customer data across the enterprise, online and in-product activities from more than 15 data sources. Cassini platform provides the CSMs with insights into ML generated Customer Health, Product Health, Product Adoption Stage, Customer Sentiments and thus enabling them contextually to engage with the Customers at the right time. We use cutting-edge AI/ML generated events to orchestrate the customers’ journey right from purchase through customers’ value realization. Here are few sample trendsetting factors in our solution touching customers across their journey:

**RESULTS**

**Informatica Impact**
- 25% increase in accounts per CSM coverage
- 92% of CSM forecasted opportunities renewed
- 91% subscription renewal rate
- Impact on CSM/Cassini generated upsell (114% NRR)
- Cross functional Cassini usage (CSM, Adoption Services, Support, Sales & Renewals)

**Customer Impact**
- 1/3rd time saving on using digital on-boarding
- 15% improvement in MTV (Mean Time to Value) with automated services engagement
- >145% increase in success portal adoption
- 50% increase in engagement rate (with ETPs)
- 100% increase learning path completion

**SUMMARY**

Intending to scale systematically and strategically, we pursued a journey towards an AI-driven Customer Success which has resulted in best Customer Experience metrics, reduced costs, developed a powerful, enterprise-wide capabilities (to leverage all adoption functions), delighted our customers and differentiated competitively. Our investments in technology and human capital has put us on the right track to support Informatica’s future growth strategy. Cassini really empowered the enterprise in driving ownership and deploying the right resources at the right time @scale!!
For more information, visit the TSIA STAR Awards Winners Page