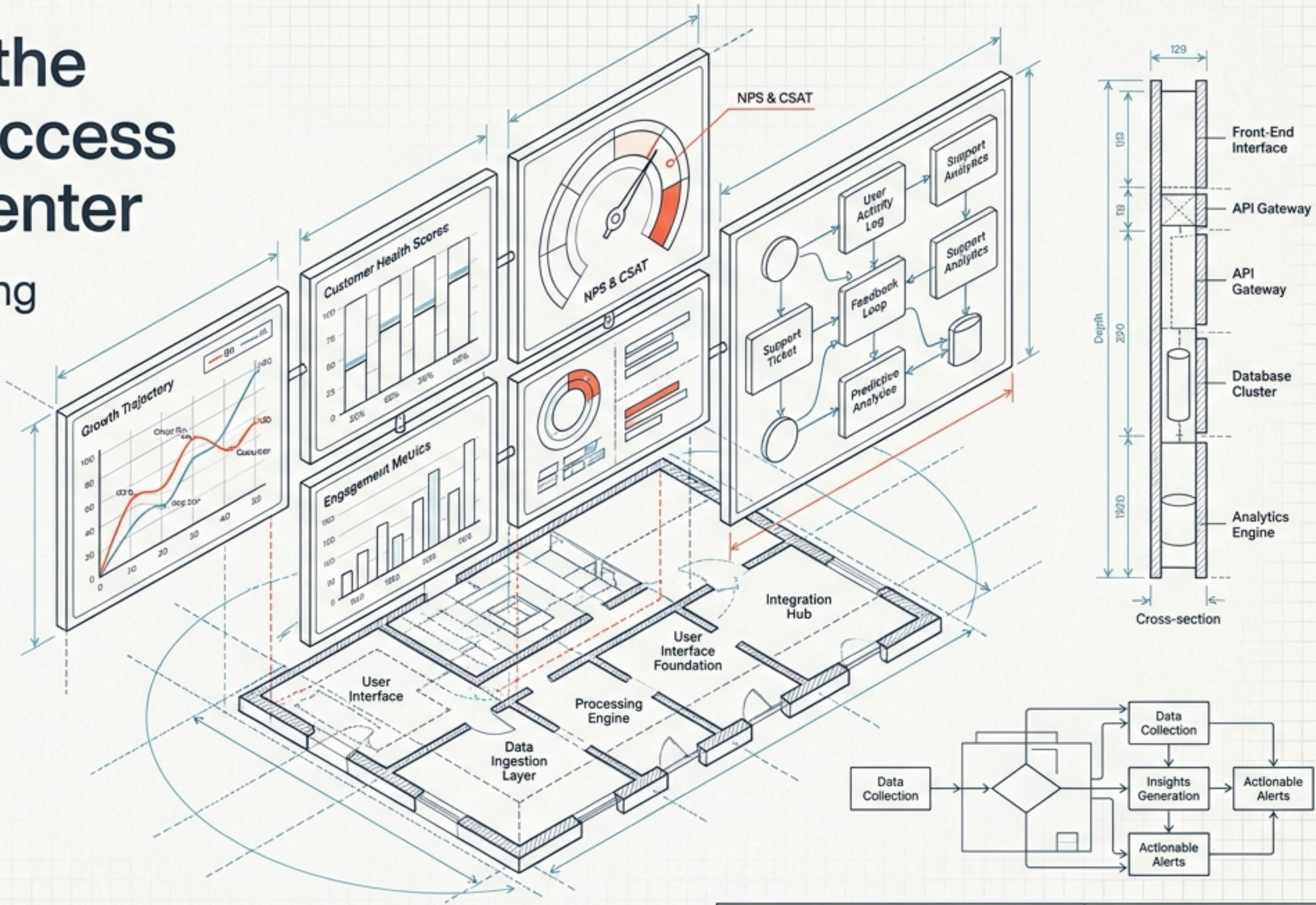
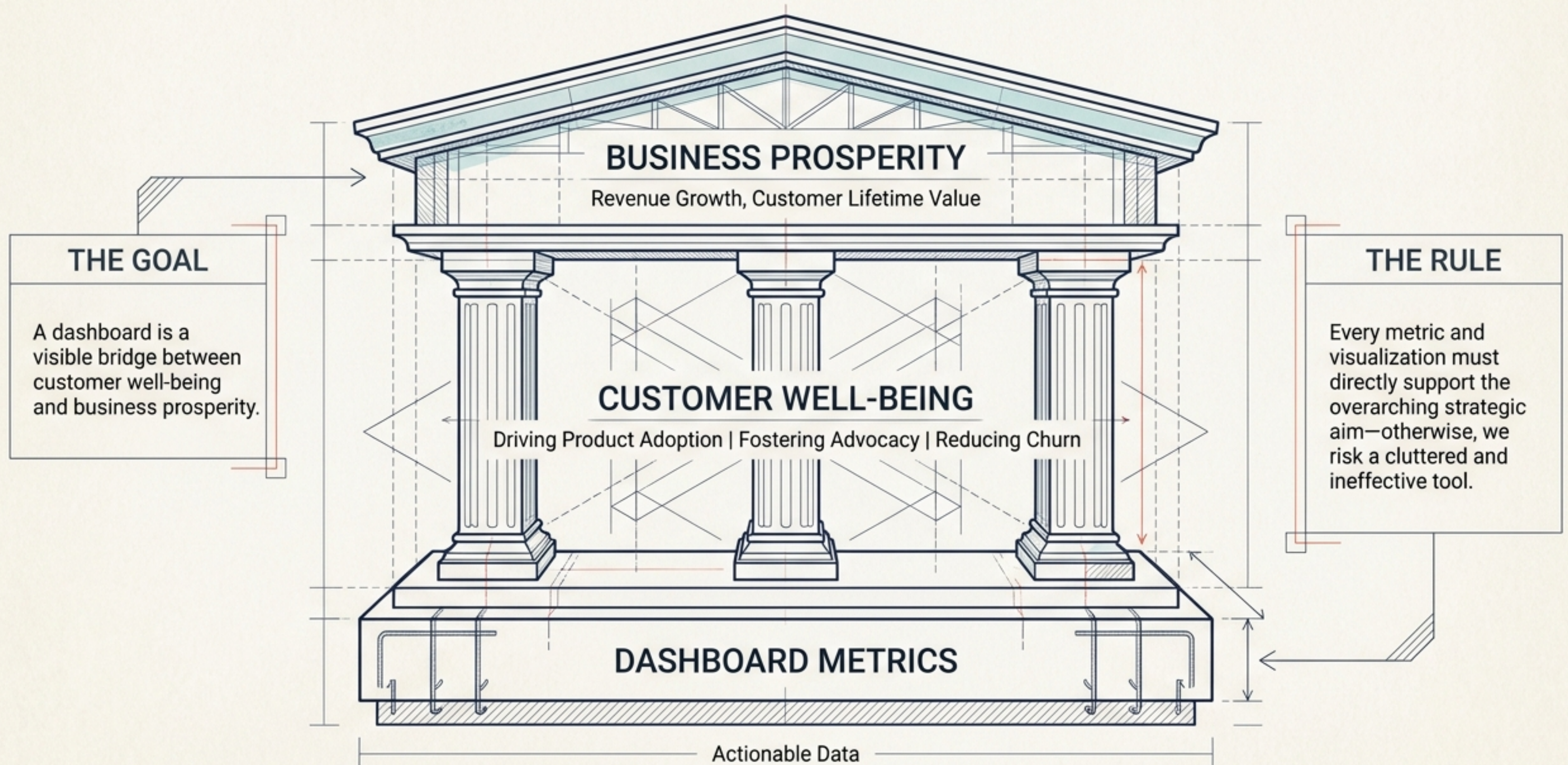


Architecting the Customer Success Command Center

A Blueprint for Tracking Key Metrics



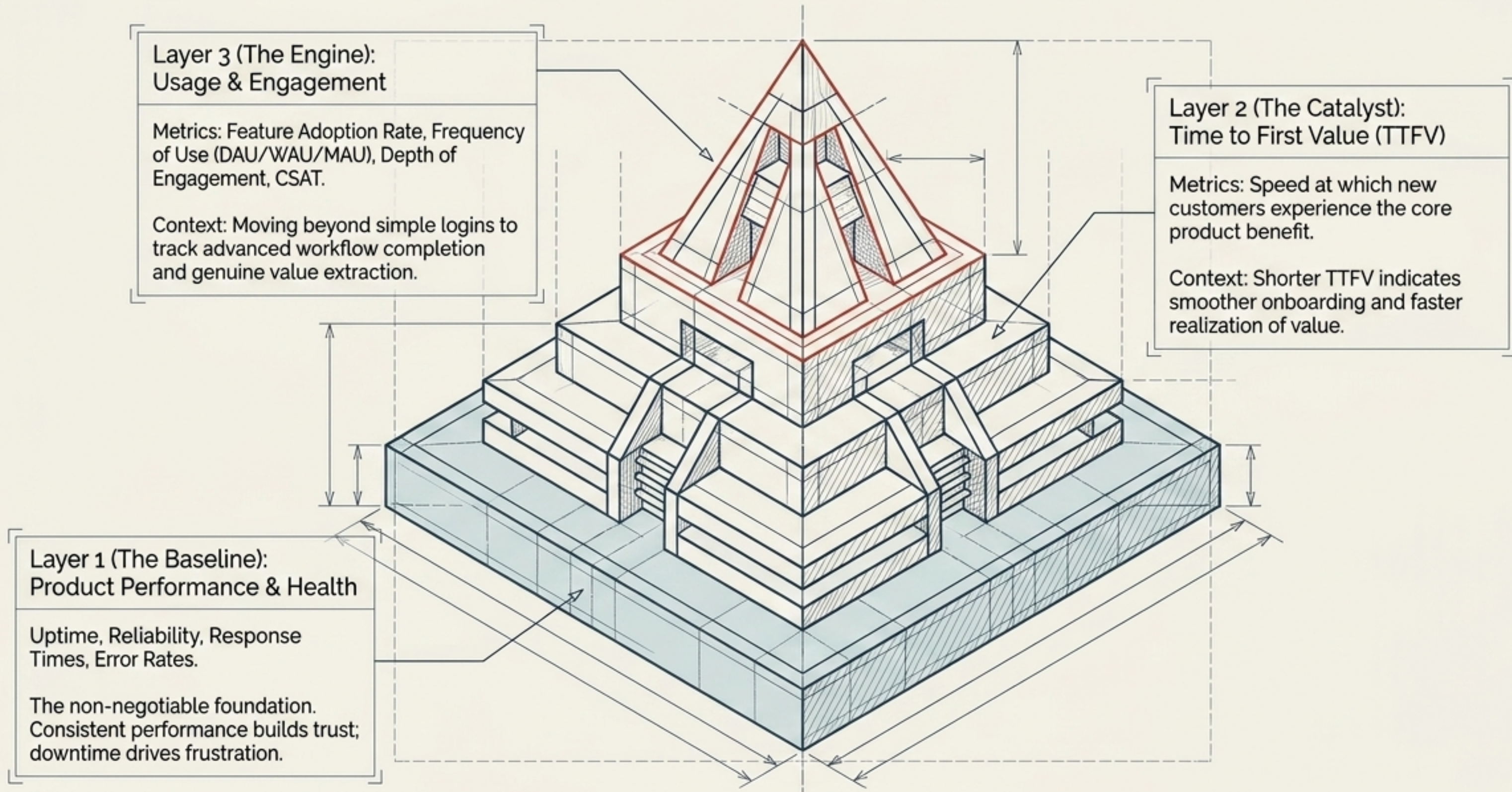
ANCHORING DASHBOARDS TO STRATEGIC OUTCOMES



THE STAKEHOLDER ALIGNMENT MATRIX

EXECUTIVE LEADERSHIP	CUSTOMER SUCCESS MANAGERS (CSMs)	PRODUCT TEAMS
FOCUS <u>Strategic Insights & Trend Analysis</u>	FOCUS <u>Proactive Alerting & Action</u>	FOCUS <u>Feature Adoption & Performance</u>
IDEAL VIEW High-level summaries impacting overall business performance.	IDEAL VIEW Granular individual account health linked to task management.	IDEAL VIEW Centralized views of user feedback and usage depth.
KEY METRICS Net Revenue Retention (NRR), major churn drivers, aggregate customer sentiment.	KEY METRICS Activity drops below critical thresholds, support tickets, potential churn risks.	KEY METRICS Specific feature usage, bug tracking, performance issues affecting customers.

Core KPIs I: The Customer Health Engine



Core KPIs II: The Retention & Churn Ledger

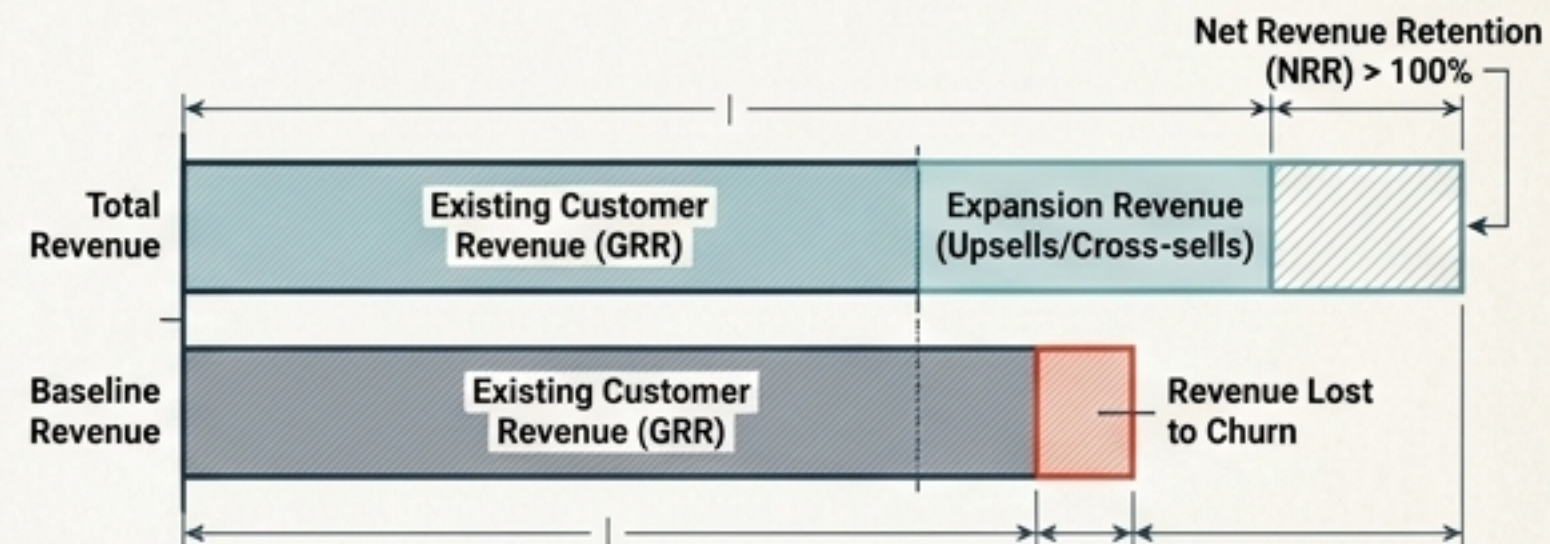
The Silent Killer: Churn



Logo Churn vs. Revenue Churn

Losing many small customers (logo churn) might hide low revenue churn if high-value clients are retained.

The Growth Engine: Retention



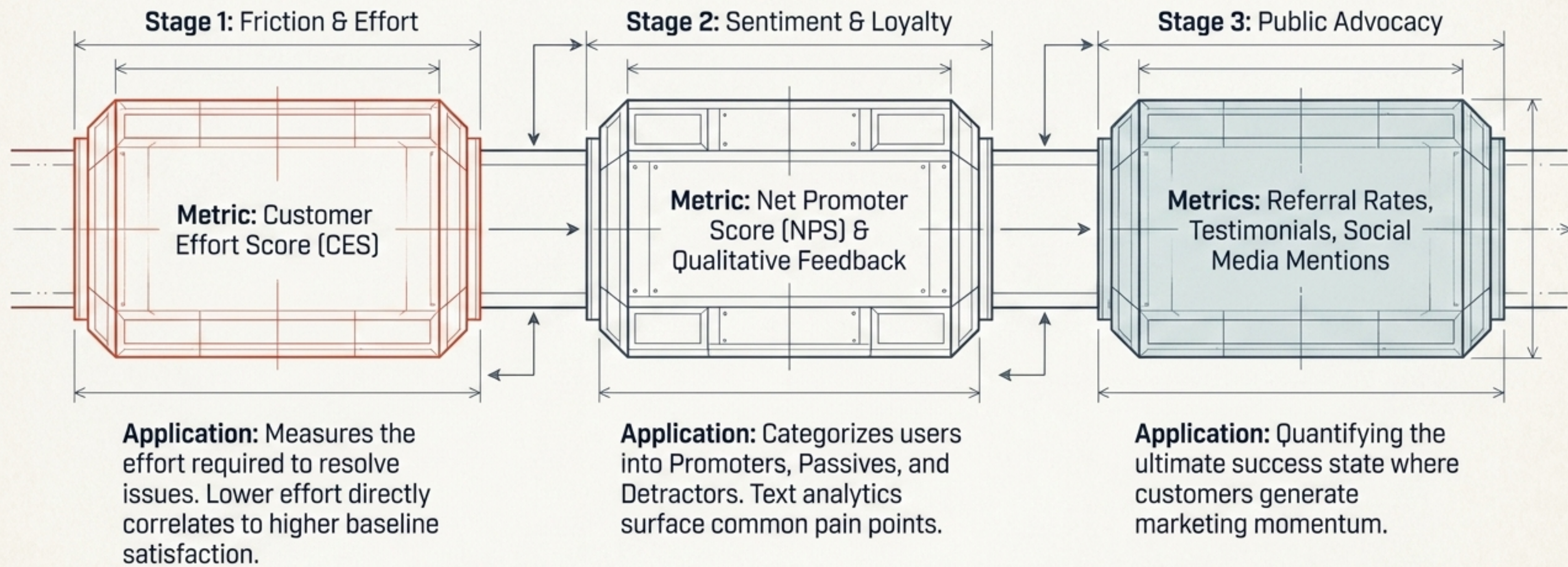
Gross Revenue Retention (GRR): The Baseline

Revenue retained from existing customers, excluding expansion. Reveals the raw revenue lost to churn.

Net Revenue Retention (NRR): The Gold Standard

Revenue retained accounting for upsells, cross-sells, and churn. An NRR > 100% dictates that expansion revenue is officially outpacing churn.

Core KPIs III: The Sentiment & Advocacy Funnel



Designing for Clarity: The Visual Translation Engine

Continuous Trends

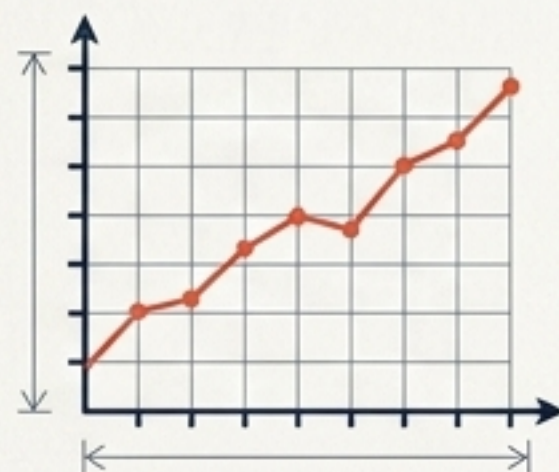


Chart: Line Graph

Use Case: Tracking month-over-month churn rate or revenue growth fluctuations.

Discrete Comparisons

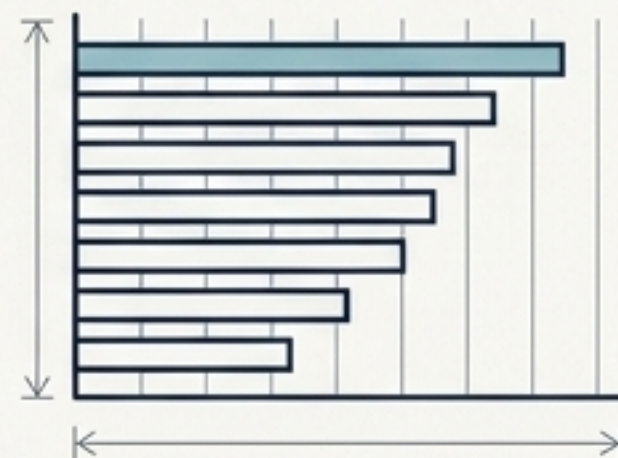


Chart: Bar Chart

Use Case: Comparing feature adoption rates across different customer segments.

Proportional Breakdowns

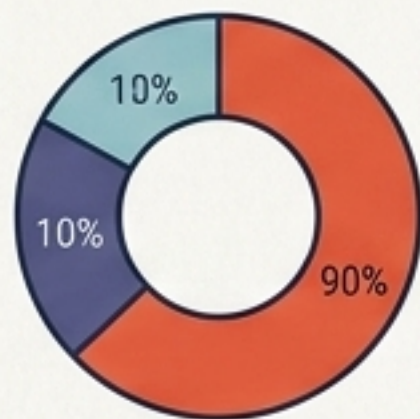


Chart: Donut Chart

Use Case: Customer segments contributing to recurring revenue (Warning: Use judiciously; misleading with too many slices)

Complex Correlations

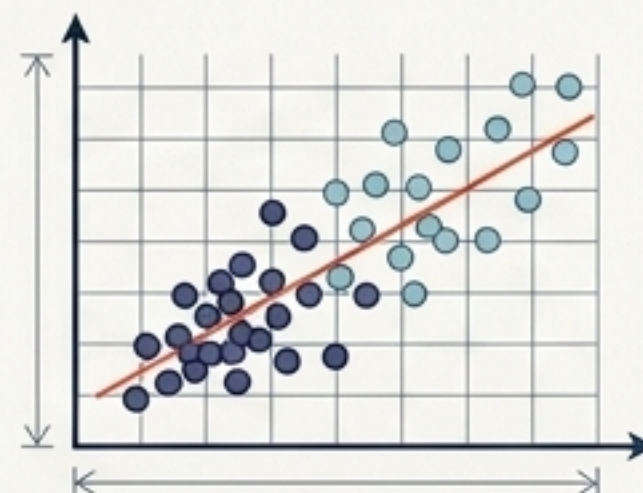
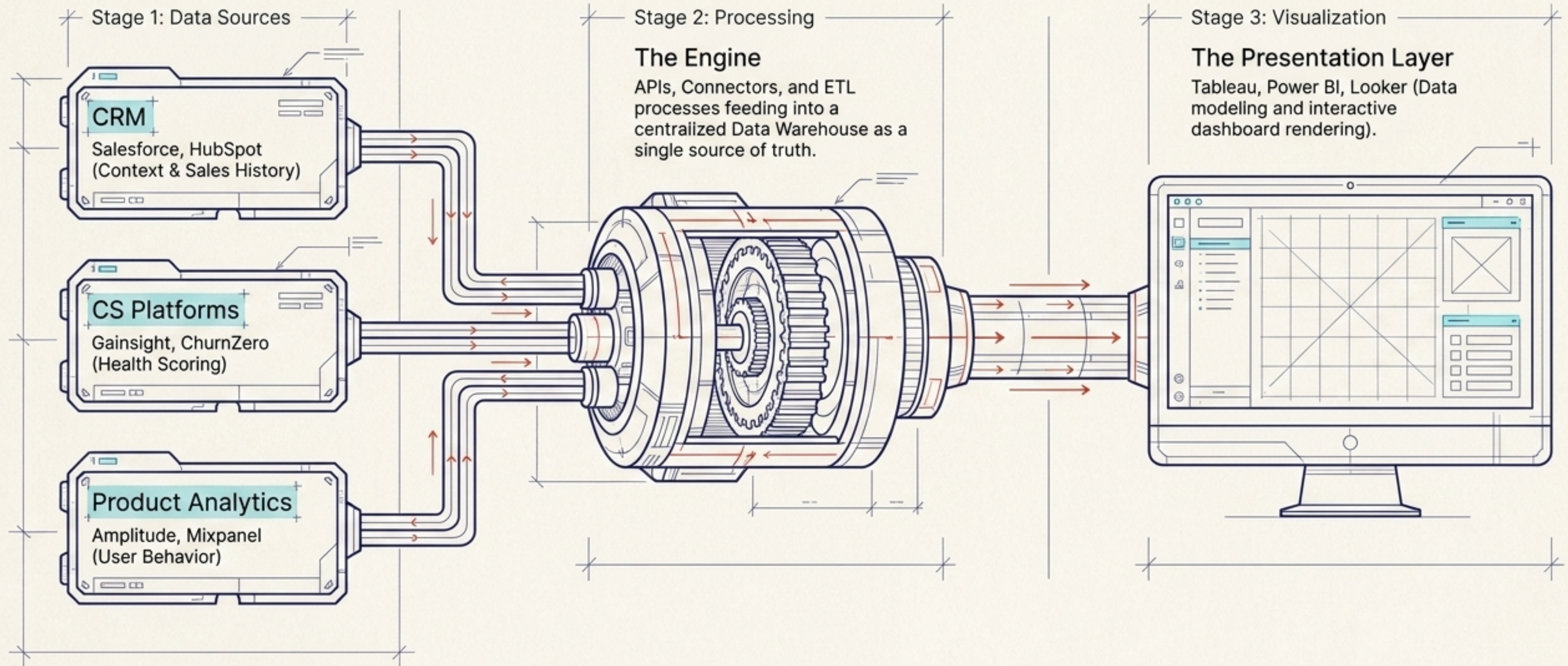


Chart: Scatter Plots & Heatmaps

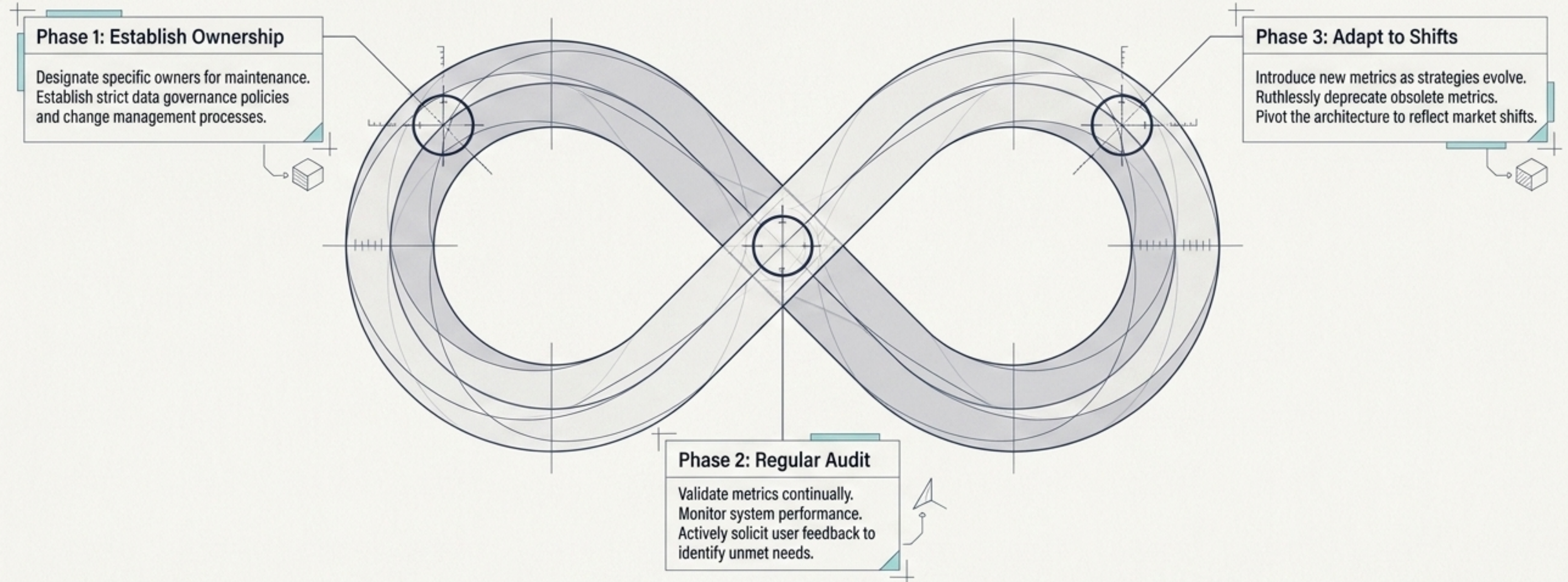
Use Case: Plotting health score vs. product usage; identifying activity patterns.

The Interactivity Mandate: Static dashboards offer limited value. Require Drill-Downs, Segmentation, and Date-Range Selectors.

The Data Architecture Tech Stack



Governance & The Evolution Loop



A dashboard is not a set-it-and-forget-it artifact; it is a living entity requiring continuous care to illuminate the path toward enduring prosperity.