

Segmenting the customer journey from start to finish

Evolve IP's "Customer Experience First" DaaS

Founded just over 10 years ago, Evolve IP boasts an average customer longevity of six years. A pillar of its cloud computing offering is Desktop as a Service ("DaaS"). Based on Horizon DaaS, it frees businesses from the endless cycle of purchasing, supporting, upgrading, and replacing PCs by providing an untethered "virtual" workspace that can be accessed from anywhere. IT managers no longer need to "touch" each desktop when managing users, fixing problems, or delivering new applications, ensuring employees are more productive and saving IT time. Learn how Evolve IP's approach grows customers' cloud use.



Challenge:

Customers want to avoid downtime during an office move or when quickly adding locations. They like the idea of the cloud as a delivery model but lack awareness of DaaS, of what's required to move to the cloud, and are holding on to old myths. For example, some customers expect DaaS cloud-based desktops to be slower due to distance.



Solution Recipe:

1. A segmented customer journey that builds customer awareness and shapes cloud expectations
2. A segmented sales model and culture of learning divided between generalists and experts
3. Implementation support where the onboarding team acts as a full member of the "customer" team

A segmented customer story focused on education AND evidence

Evolve IP's customer journey tells a story with supporting content that is highly segmented, speaking specifically to:

- 1) The customer's role – as either an IT buyer, an executive, or business decision maker, and
- 2) The customer's industry – for example, healthcare or insurance
- 3) The phase in the customer's engagement – initial conversations through more detailed "bottom of the funnel" engagement

As an initial step in helping customers understand the cloud journey, Evolve IP invests in building customer awareness of the 'real' expectations of the requirements and benefits of moving to the cloud, including DaaS.

- Builds awareness of the need for strategic IT, busting the myth prevalent amongst many mid-market customers that they no longer need IT when moving to the cloud – both for line of business applications and for Windows desktop administration. With internal IT sponsorship, Evolve IP's help desk and managed services take on those responsibilities and free up customer teams to focus on strategic IT.
- Builds credibility with a free two-week Cloud Connect test to demonstrate network bandwidth and performance so that clients can see results for themselves.



As a starting point, Evolve IP knew they wanted to align with blue chip technology. They identified Horizon DaaS as the best option to support a focus on customer experience and help customers with a high level of service control.

A culture of learning to drive the sales model and customer experience

Speed and depth of knowledge are equally important for sellers – both account executives and sales engineers. Evolve IP is committed to building a culture of learning that ensures customers are surrounded by knowledge at every step through:

- a Learning Management system with a “fast track” approach to delivering tightly packaged learning modules that address the specific topics needed for each new solution or customer segment
- an internal Mentoring system to help junior sellers quickly mature while promoting a culture of knowledge sharing across sellers and company
- a requirement of four hours per week for ongoing training

The sales model includes generalists engaged in initial customer conversations in order to understand business needs and priorities. It also includes expertly trained technology advisors for either cloud or voice services. This helps ensure that Evolve IP acts as the customer’s business partner, helping customers to reach decisions and set priorities and expectations for timing and results.

Bringing the implementation team inside the customer journey

The implementation team acts as a full member of the customer’s team to do what it takes to help ensure their deployment, including across locations. Customers engage with these team members as one of their own and appreciate the high level of expertise brought to the onboarding process. The implementation team ensures efficiency through the application of modern tools, for server and data migration for example, and a focus on repeatable processes.

Keeping the customer experience at the center of every interaction: Evolve IP creates a one-page Solution Narrative document containing the full customer journey from the first conversation. It covers business problems to be addressed, key concerns and priorities, risks identified, and mitigation plans. This ensures that when any Evolve IP associate speaks with the customer, he/she approaches the conversation with these key priorities in mind.



A multi-location medical practice wanted to add four locations quickly and could not meet their timing and HIPAA requirements through their traditional approach of buying more PCs. They also needed to improve the speed and reliability of their basic systems. With Evolve IP’s support deploying DaaS and a cloud infrastructure, they were able to meet their timing requirements and deliver a streamlined and reliable user experience to their internal caregiver constituents.



Success

Evolve IP’s priority is to deliver a great customer experience. Their focus on targeted customer dialogues across the entire customer journey is what helps them achieve that goal. With segmented customer dialogues by role and by vertical, customer education, the opportunity to test Evolve IP’s offer, a commitment to a strong sales enablement culture, and their tightly integrated implementation team approach, Evolve IP’s customer focus has had a significant impact on their business growth. The result is a customer satisfaction score of 95% and 95% customer retention. An average of 2.2 additional services were recorded in customer upsells, following their initial service experience, which is often DaaS.