

Increasing Customer Lifetime Value

SaaS (LTV) Checklist

Phase 1: Engineer a Strategic Onboarding Experience

- ☐ Identify the single "aha moment" when new users experience your product's core value.
- ☐ Calculate your current Average Contract Value (ACV) to determine the right onboarding intensity.
- ☐ Segment your customer base into at least two groups (e.g., by plan, company size, or geography).
- ☐ Design a low-touch, automated onboarding sequence using in-app tours and checklists for your standard users.
- ☐ Set up a high-touch, 1-on-1 video onboarding process for your highest-value customer segment.
- ☐ Create a standard agenda for your high-touch calls to ensure consistent value delivery.
- ☐ Implement a system to record and analyze onboarding calls for invaluable product feedback.
- ☐ Track key onboarding metrics like Time to First Value (TTFV) and user activation rate.

Phase 2: Foster Collaborative-Led Growth

- ☐ Identify the core "shareable unit" within your software (e.g., a document, a project, a report).
- ☐ Design and implement a frictionless, one-click "Invite Team Members" feature within your UI.
- ☐ Create pre-populated templates specifically designed for team use, not just individual use.

- ☐ Set up analytics to track the user-to-user invite rate and calculate your viral coefficient.
- ☐ Implement role-based user permissions (e.g., Admin, Editor, Viewer) that encourage upgrading for more control.
- ☐ Create contextual in-app prompts that trigger at moments when collaboration would add the most value.

Phase 3: Anchor Pricing to a Value Metric

- ☐ Analyze user data to find the single usage metric that best correlates with customer success.
- ☐ Define your primary value metric (e.g., per user, per API call, per GB of storage).
- ☐ Restructure your pricing page to clearly communicate the value and tiers based on this metric.
- ☐ Develop a "grandfathering" policy for existing customers before announcing any price change to maintain trust.
- ☐ Confirm your billing system can automatically handle the new pricing model, such as usage-based billing.
- ☐ Calculate your current Dollar-Based Net Retention Rate (DBNRR) as a baseline.
- ☐ Set a clear target for improving your DBNRR to track the success of your new pricing.

Phase 4: Build a Community Through Transparency

- ☐ Choose your starting point for transparency (e.g., a public changelog, a public roadmap, or a "build-in-public" blog).
- ☐ Set up and share a public product roadmap using a tool like Trello or Canny.io.

- ☐ Write and publish your first "build-in-public" update, explaining the "why" behind a recent decision.
- ☐ Create a system for collecting, acknowledging, and responding to public feedback.
- ☐ Identify your most engaged and loyal users to invite into a beta testing or advocate group.
- ☐ Draft the terms for a basic affiliate or referral program to reward word-of-mouth marketing.
- ☐ Set up an affiliate program to empower your community advocates to become revenue-generating partners.