

SaaS Customer Success Metrics Checklist

Phase 1: Preparation and Metric Alignment

- ☐ Define your primary business goal (e.g., Stability, Profitability, Product-Market Fit) to guide metric selection.
- ☐ Select core **Customer Success Metrics (KPIs)** for each customer stage: Onboarding, Retention, and Expansion.
- ☐ Establish **clear numerical benchmarks** for low usage, high churn risk, and success for each chosen metric.
- ☐ Create a dedicated data dashboard to centralize all **Customer Success Metrics** (e.g., NRR, Churn Rate, LTV, CHS).
- ☐ Set shared KPI goals with Sales and Product teams to ensure **alignment** on customer value delivery.

Phase 2: Onboarding and Value Activation

- ☐ Map the exact steps a user must take to reach their **Aha! Moment** in your product.
- ☐ Implement a trackable onboarding process with **measurable completion milestones**, ensuring proactive monitoring.
- ☐ Deploy **in-app guidance** (tours, checklists) to drive users toward activation, tracking completion rates for each element.
- ☐ Segment **Trial to Paid Conversion** data by user profile (e.g., B2B size, industry) to identify your most valuable segment.
- ☐ Assign **Customer Success Managers (CSMs)** to proactively assist users stuck on critical onboarding milestones, not just for reactive support.

Phase 3: Risk Management and Retention

- ☐ Build a multi-factor **Customer Health Score (CHS)** model by assigning weights to usage, sentiment, and financial status.
- ☐ Define automated alerts (Red/Yellow/Green) to trigger when a customer's CHS drops below the acceptable "Yellow" threshold.
- ☐ Immediately contact customers flagged as **Detractors** ($NPS \leq 6$) within 24 hours to address their negative feedback directly.
- ☐ Analyze the reasons provided in **churn surveys**, and initiate product or process improvements based on recurring feedback themes.
- ☐ Deploy a self-serve **Knowledge Base** to reduce **Customer Retention Costs (CRC)** by lowering the volume of routine support tickets.

Phase 4: Growth and Expansion

- ☐ Monitor customer accounts showing a "**Thriving**" CHS or consistently high **Monthly Active Users (MAU)** as prime upsell candidates.
- ☐ Track **Expansion Revenue** monthly to ensure growth from existing accounts exceeds revenue lost to churn (Negative Churn).
- ☐ Check in with customers who initiate an **Account Contraction** to demonstrate the feature's value and salvage the potential for future expansion.
- ☐ Proactively ask satisfied **Promoters** ($NPS \geq 9$) for referrals or case study participation to leverage loyalty for organic growth.
- ☐ Compare the Customer **Lifetime Value (LTV)** against the **Customer Retention Cost (CRC)** to validate the efficiency of your retention strategy.