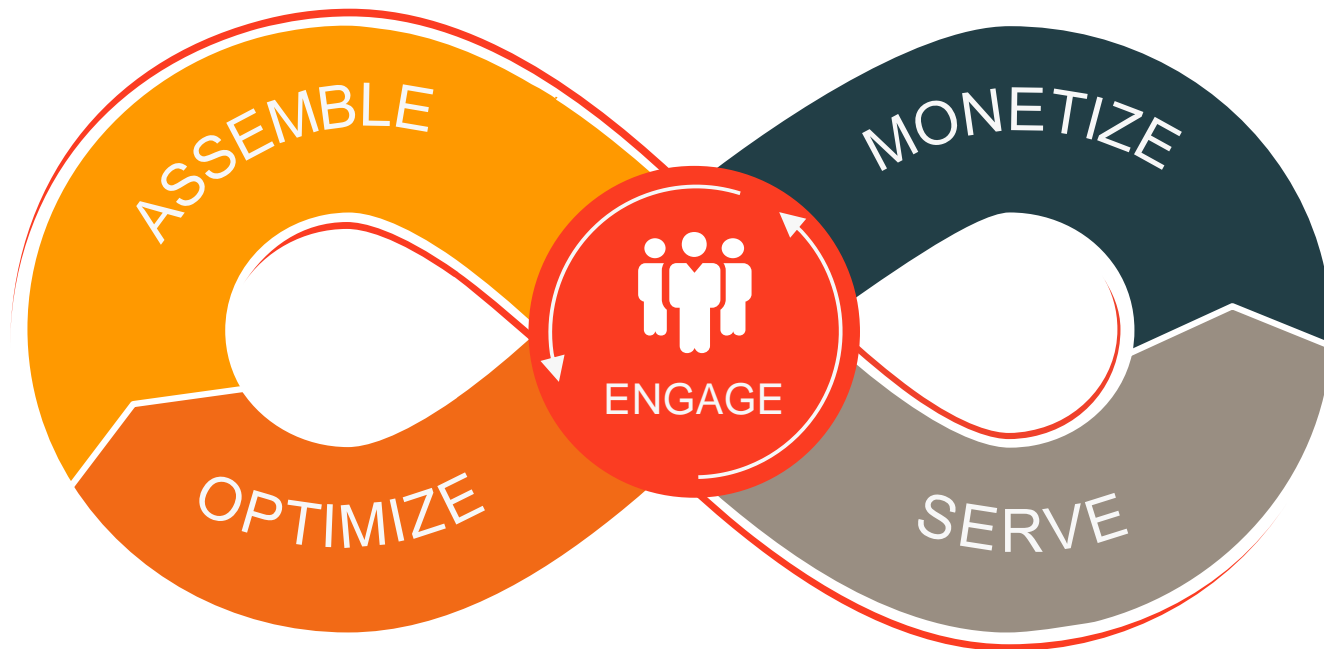




# Five Habits to Attain Frictionless Growth

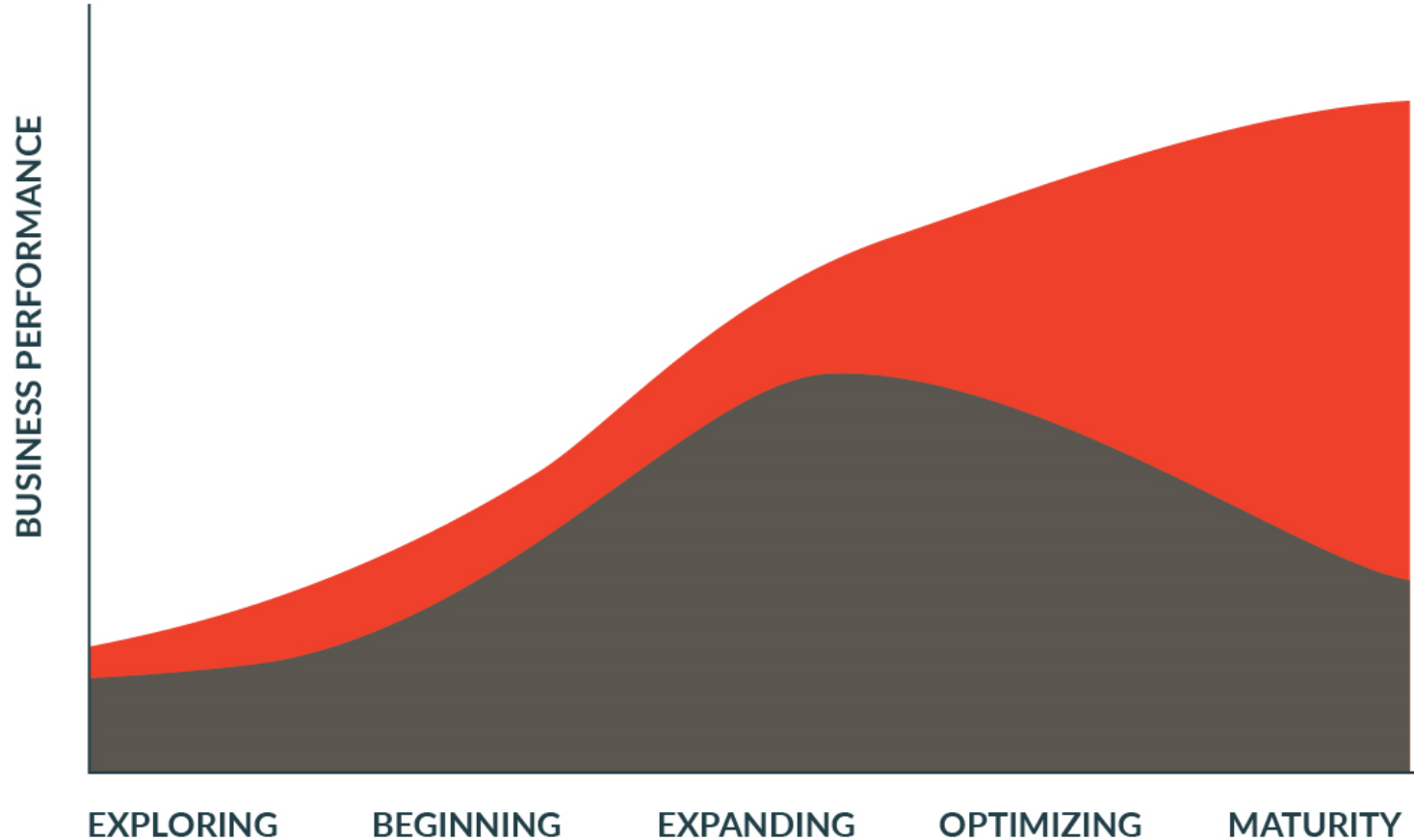
MANAGING BUSINESS IN THE AGE OF THE CONTINUOUS CUSTOMER™

# Continuous Customer™ Value Cycle – What is Success?



1. **ASSEMBLE:** for the market
2. **ENGAGE:** with the customer
3. **SERVE:** without fail
4. **MONETIZE:** with speed and accuracy
5. **OPTIMIZE:** for customer and yourself
6. **REPEAT**

# Navigation of the Recurring Revenue Maturity Curve™



## GROWTH TRIGGERS FRICTION:

- Business Scale
- New Market Segments
- New Pricing and Packaging
- New Products / Features
- Merger & Acquisition
- React to Competitive Threats



# 12 SYMPTOMS OF A BROKEN RECURRING BUSINESS MODEL



CUSTOMER CHURN



INFLEXIBLE OPERATIONS



UNATTAINABLE CUSTOMER SELF-SERVICE



BILLING INQUIRIES & DISPUTES



MANUAL PROCESS OVERLOAD



SYSTEM CUSTOMIZATION



DEFINITION CONFUSION



MUSHROOMING HEADCOUNT



REPORTING INACCURACIES



INTERNAL CONFLICT



SKU PROLIFERATION



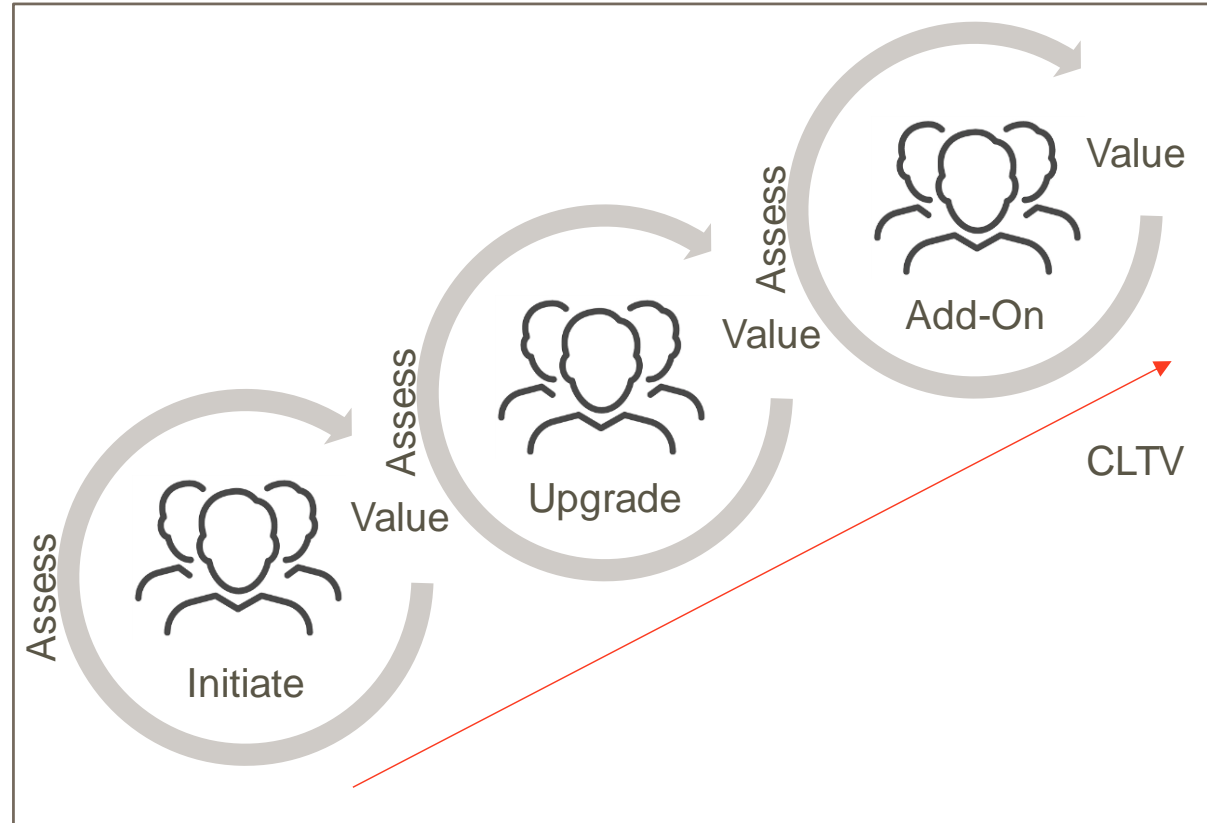
REVENUE LEAKAGE

What is our goal for customer interaction?

# 1

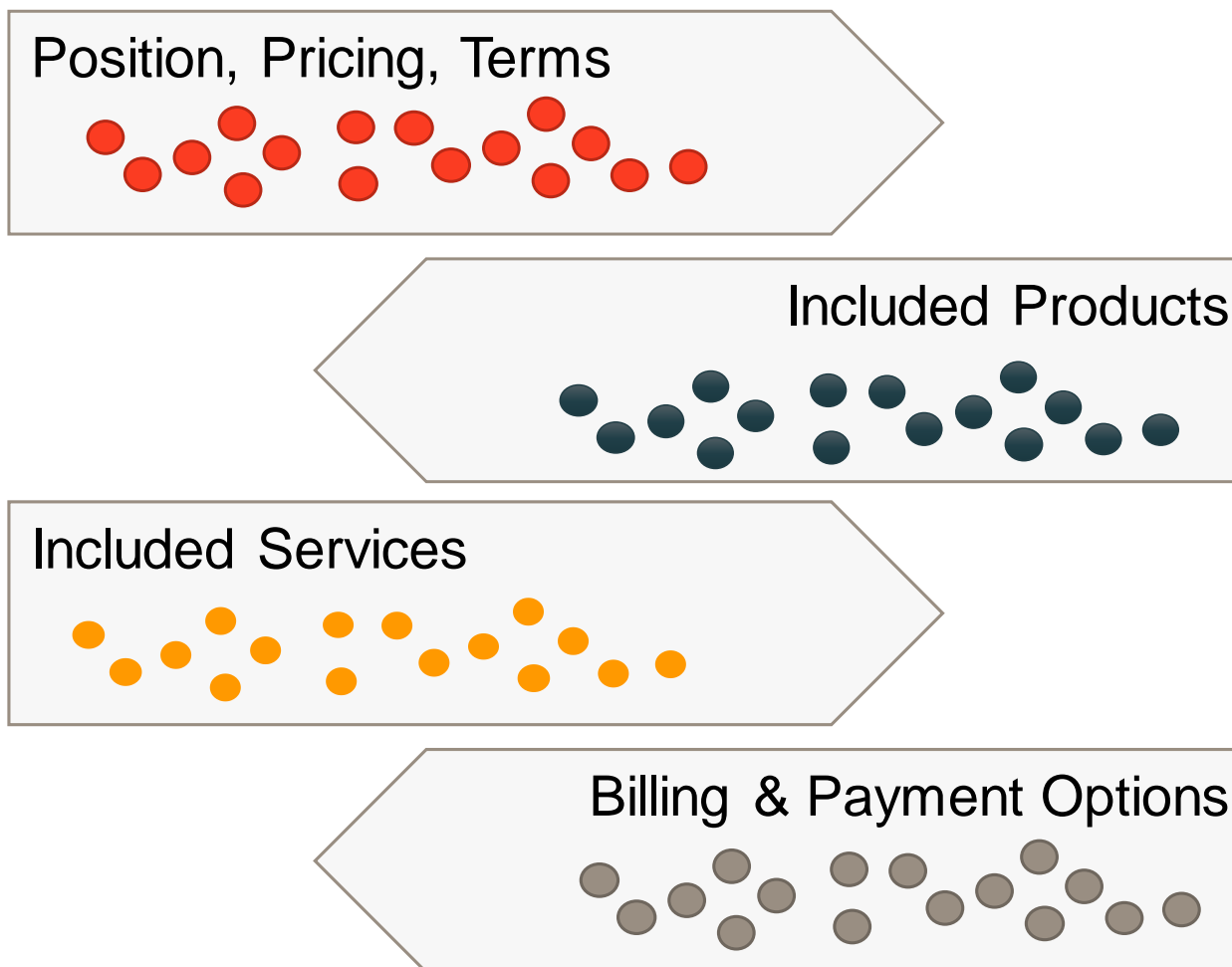
Define yourself through the lens of the Continuous Customer™

How will YOU catch, keep, and grow?



# 2

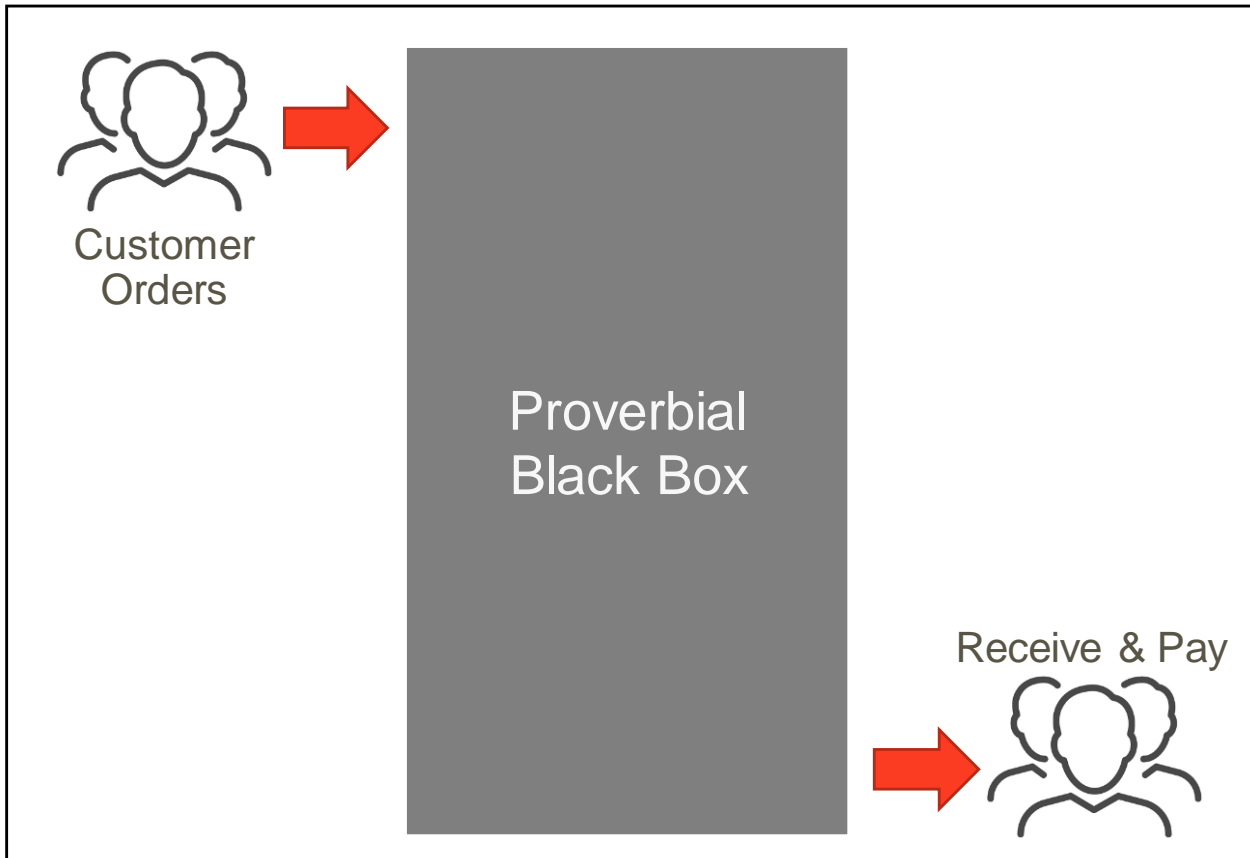
Focus on how to assemble options beyond the 'product' itself.



# 3

Move away from legacies of item-based thinking

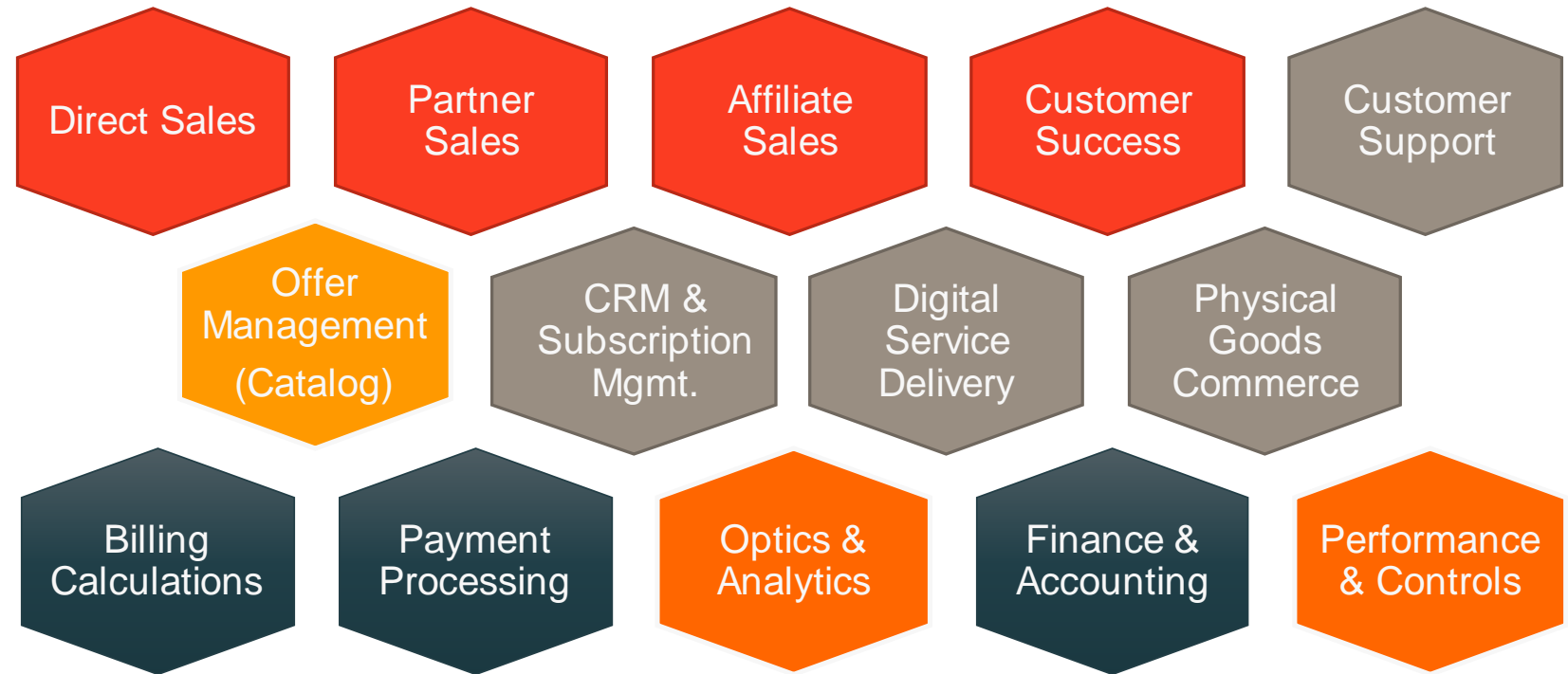
## Discrete Product Model



What happens after the first sale?

# 4

Forget the notion of 'back-office'.  
The customer is always on!



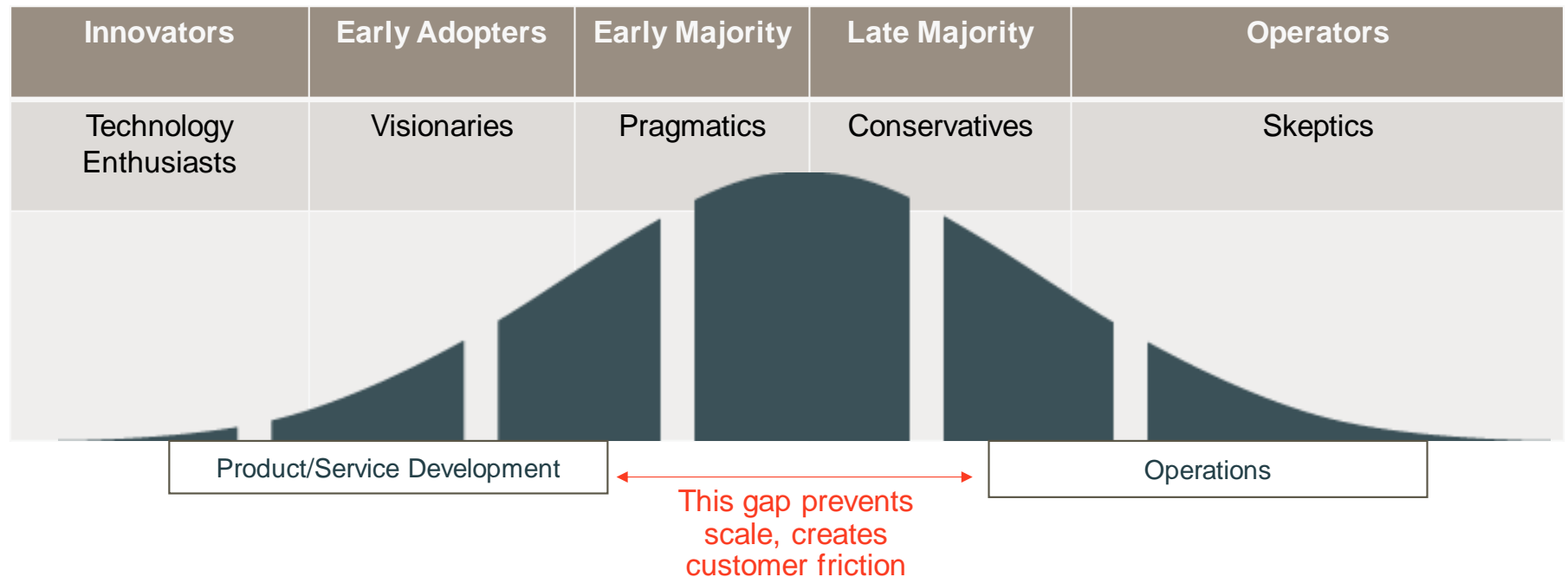
Is there conflict between ideation and delivery?



# 5

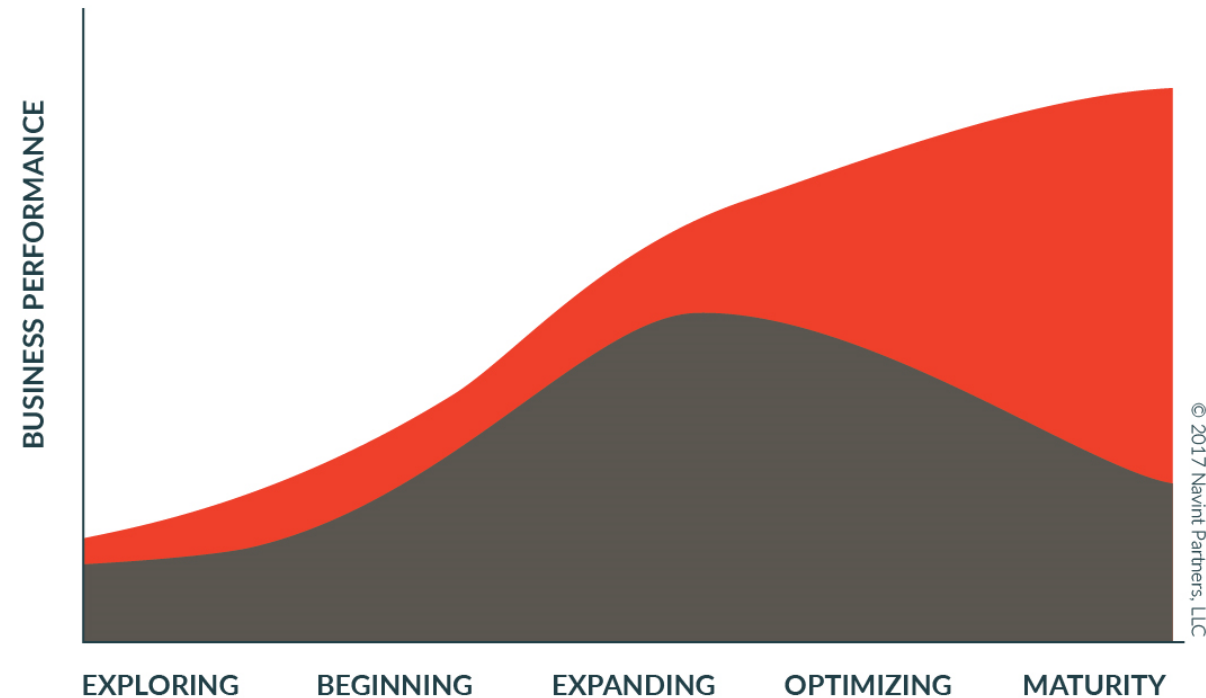
## Create culture and behaviors that connect innovation with operations as you scale

Apply Crossing the Chasm principles internally



# 5 HABITS OF FRICTIONLESS GROWTH

1. Lens of the Continuous Customer journey
2. Assembly of options beyond the product itself
3. Unlearn item-based habits
4. Forget the notion of '*Back-Office*'
5. Cross the chasm as you scale



# THANK YOU



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**More Info: [www.navint.com/thought-leadership](http://www.navint.com/thought-leadership)**