


Dasha Randlett Consulting

Are You Communicating the Value You Deliver?





**Even when
customers see
results, they won't
always feel the value
unless you actively
connect the dots.**

These strategies help you
surface impact, reinforce
outcomes, and reduce silent
churn.



Audit the Journey

Review every stage of the customer experience - from onboarding to renewals - to identify missed opportunities where value can be clearly and consistently communicated.



Build a Value Moments Library

Create a shared library of real success stories, performance metrics, and customer quotes that your teams can quickly pull from to personalize communications and reinforce outcomes.



Speak Their Language

Frame results in terms that resonate with your customers - not your internal KPIs.

Translate outcomes into language that mirrors how they define success in their world.



Make it Easy to See Progress

Help customers visualize the difference you're making with “you said, we did” formats, clear before/after snapshots, and summaries that tie actions directly to improvements.



Stay in Discovery Mode

Don't assume what matters to your customer - ask regularly.

As their goals evolve, your communication strategy should evolve with them to reflect what they value now.



Turn Communication into Retention

Retention isn't just about performance - it's about perception.

Ongoing, proactive communication is what reminds customers your solution is still working for them.



Carousel structure



Highlight wins in onboarding, emails, and reviews



Share stats and stories from a value library



Speak in the customer's terms, not internal jargon



Use visuals to show real progress



Recheck goals as they evolve



Communicate value often—not just at renewal

