Evaluate internal processes and cross-functional collaboration for time to value improvements

Product	Sales	Customer Success	Pro Services	Support	Education	CS Operations
Design through lifecycle	Cross-functional relationship planning	Structure TTV methodology	Implementation insights into product	Mine support queries into product	Mine training queries into product	Qualitative and Quantitative Balance
Roadmap balance features with experience	Sales interactions into handoff	Customer journey map	Value-specific milestones in PM	Run value-based support experiments	Design training analytics	Advocate and facilitate cross-functional forums
Sponsor regular feedback into roadmap		Maintain continuity during transitions				
Strategy for pre-integration						

Develop product and service capabilities across the lifecycle to move customers to value

Product	Sales	Customer Success	Pro Services	Support	Education	CS Operations
Include starter automated journey workflows	Use product enhancement requests for value insight	Structure Voice of the Customer program	Develop custom starter templates	Establish customer community forums	Define personalized learning paths & content	Develop value realization-based prioritization framework
Develop configuration wizard			Offer health checks for issues & features	Offer issue resolution SLAs	Develop on-demand, live and interactive content	
Offer out of the box reporting			Offer data migration services		Customize onboarding workshops	
Incorporate product tours and tooltips			Offer advanced training beyond onboarding		Offer user certification programs	

Connect customer engagement methodologies to customer value realization

Product	Sales	Customer Success	Pro Services	Support	Education	CS Operations
Benchmark TTV as part of product value	Establish value timelines in assessment	Customer value realization kickoff	Develop value success stories, case studies	Personalized usage recommendations	Facilitate user groups	Customer value insight analytics
Customer advisory boards	Plan phased value in initial solutioning	Value adds during internal-only cycles	Establish customer success forums			
	Executive value realization	Executive and user group value realization	Offer prescriptive best practices			
		Phased onboarding for beginning users				
		Amplify customer-facing success stories				

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Invest in linking automation and analytics capabilities

Product	Sales	Customer Success	Pro Services	Support	Education	CS Operations
Leverage product analytics for CI	Analyze historical sales data to identify bottlenecks	Lead cross-functional effort to automate	Analytics for common implementation challenges	Sentiment analysis for feedback and prioritize improvements	Analyze training completion data for improvements	Architect Time to First Value Measurement
Define tech infrastructure for automation	Use analytics to track most effective deal closure resources	Automate dashboard generation	Automate performance optimization recommendations	Predictive analytics		Perform customer journey analytics
Perform A/B testing on workflows	Implement lead-nurturing workflows	Develop health scoring models				Correlate customer listening sources