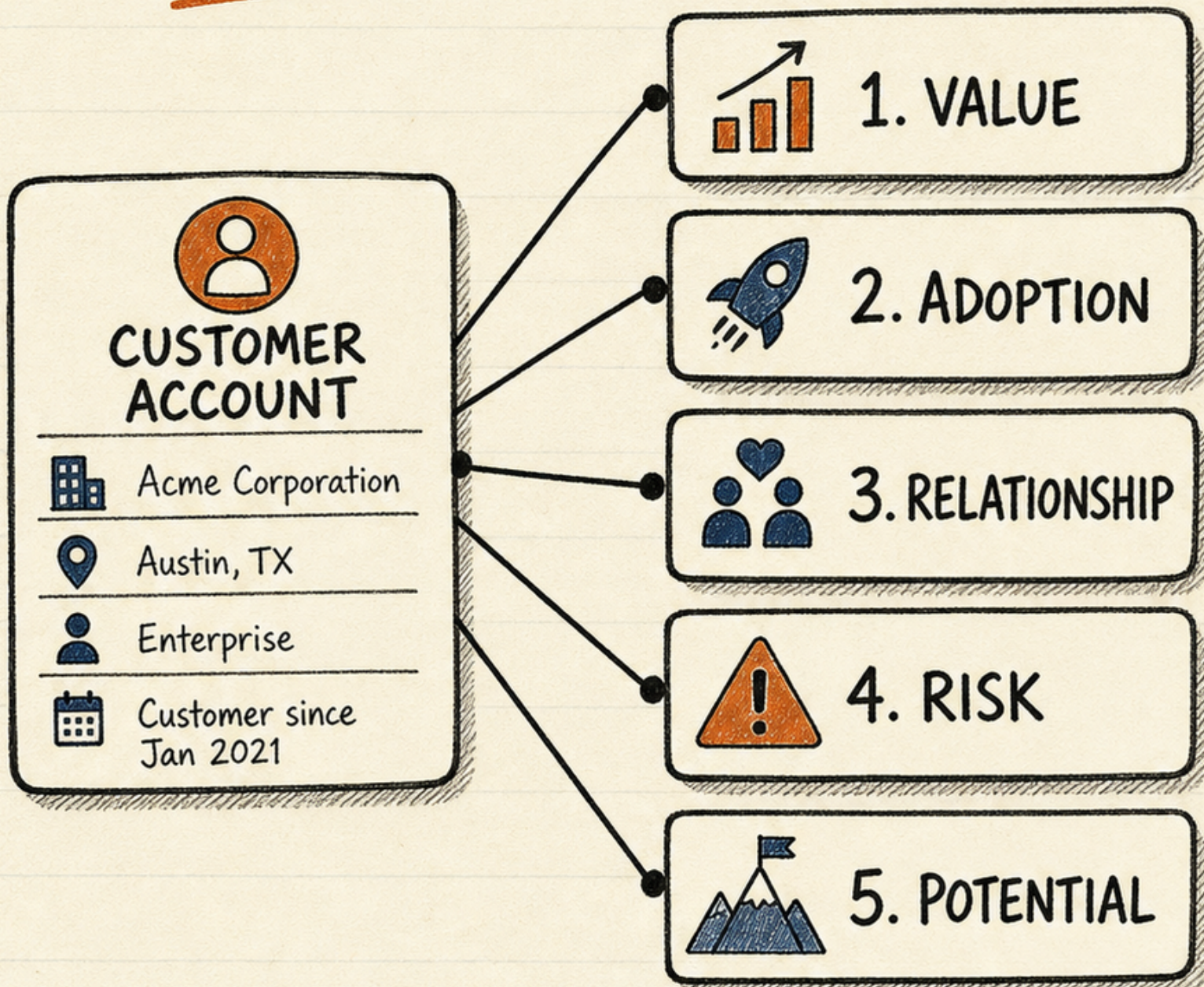


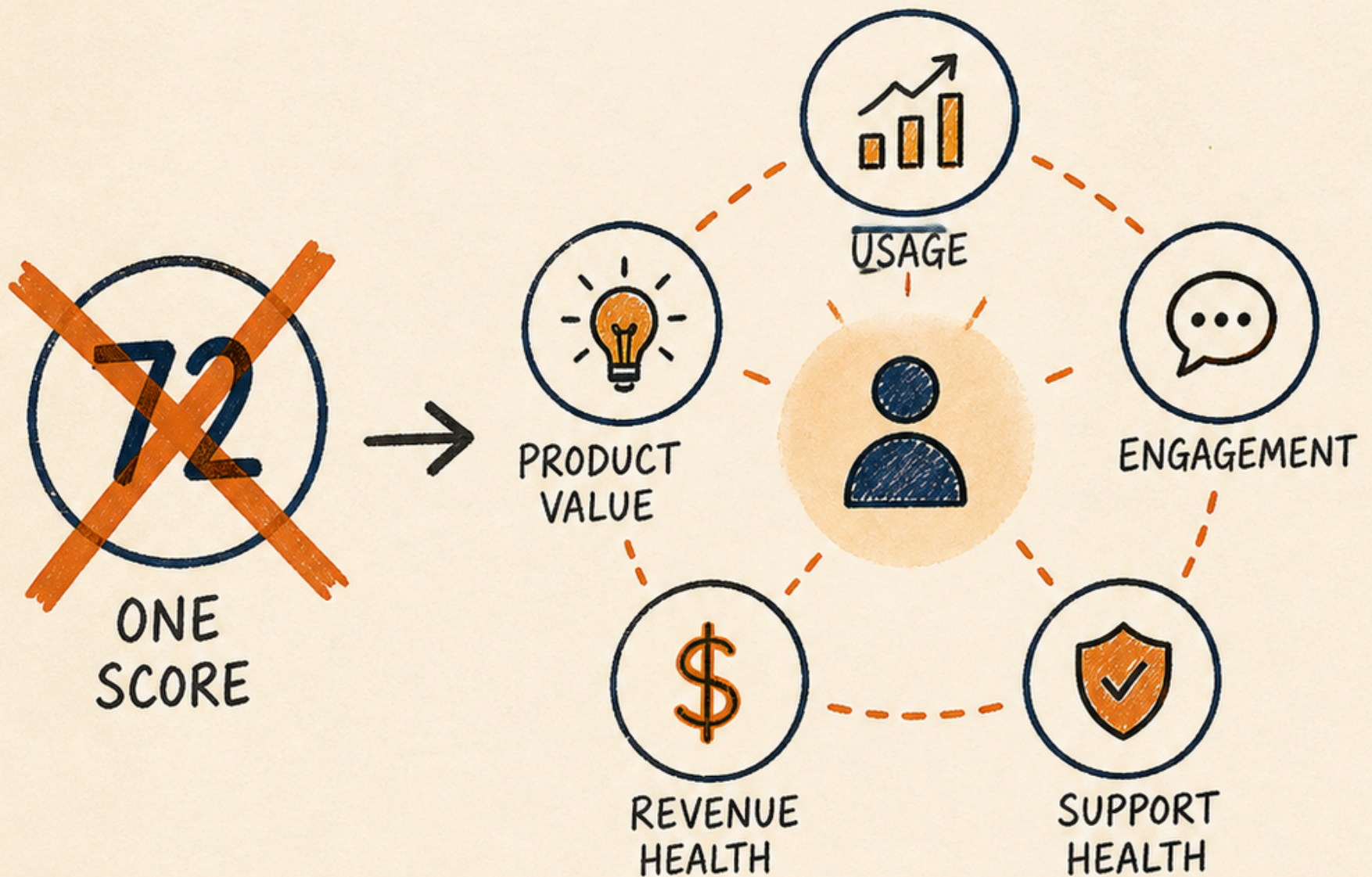
THE CUSTOMER HEALTH SIGNAL MAP

See value, risk and potential
before they become surprises.



CUSTOMER HEALTH IS **NOT** ONE SCORE.

It is a pattern across
different signals.



MAP FIVE SIGNALS



VALUE — outcomes achieved?



ADOPTION — useful behaviour?



RELATIONSHIP — active connection?



RISK — warning signs?



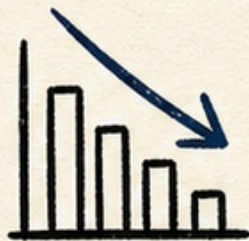
POTENTIAL — next useful outcome?

READ THE PATTERN



STRONG
VALUE

+



WEAK
ADOPTION

=

FRAGILE

Strong value
+ weak
adoption =
fragile



HIGH
ADOPTION

+



NEW
NEED

=

EXPANSION

High adoption
+ new need =
expansion



LOW
VALUE

+



RIISING
RISK

=

INTERVENTION

Low value
+ rising risk =
intervention



Signals guide the
next conversation.



DO NOT WAIT FOR A SURPRISE.



Map the health of
one key account.

REVIEW THE SIGNALS

	VALUE	☒
	ADOPTION	☒
	RELATIONSHIP	☒
	RISK	☒
	POTENTIAL	☒

