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Cracking the Code:

Insights into Complex Account Scoring Strategies

Logistic Notes

Logistic Notes:

1. **FORMAT**: we encourage you to use the Q&A to ask questions as they come to mind and we will address them either during or at the end of the prepared content

2. **RECORDING**: we will be sharing the webinar recording and slides afterward, so if you want to share with a colleague or review later

3. **CONTACT**: supporting the RevOps community with high-quality and applicable content is important to us. Feel free to reach out with comments, questions, suggestions, etc.! ashley@fullcast.io

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Speaker Introductions

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CTO/Co-Founder
Fullcast

Mehmet Goker

AI and Data Executive

Overview

1. **Why** do you need scores?
2. What are the **common types** of account scoring models?
3. What **data elements** do you need to create a score?
4. What’s the **process** for creating and implementing a scoring model?
5. What are the **common challenges** with account scoring?

Purpose of Account Scores

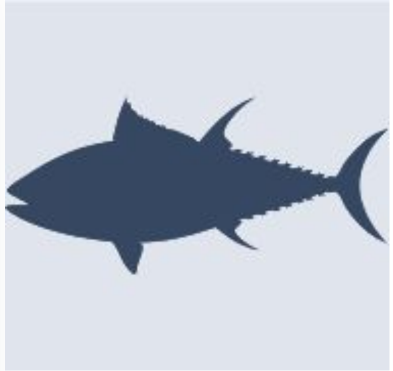
“The world is your ocean”

Which Ocean do we want to fish?

Analyzing the market to determine target and ICP

How do we split the Pacific Ocean?

Carving equitable territories / books based on customer potential



Which fish do we go after first?

Selecting the best product to prioritize by customer

How do we catch these fish?

Selecting the best approach to sell to a customer cohort (direct, partners..)

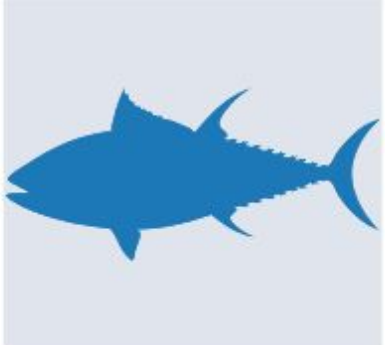
What technique do we use?

Aligning marketing, communication and sales techniques with customer and products

Common Types of Scores

Company Selection

- Market Segmentation
- Company Prioritization
- Company Comparison

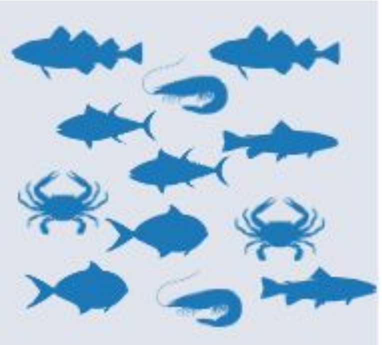


Product Prioritization

- Propensity to Buy Product
- Next Best Product

Customer Engagement

- Critical Product Features
- Channel Recommender
- Next Best Message



Retain and Grow

- Adoption Tracking
- Churn Prediction
- Up/X-sell Propensity

Data Classes

Customer Intelligence

- Firmographics
- Key Business Drivers
- Tech Stack
- People
- Acquisition Intent

Company Characteristics

- Product Structure
- Customer's Business Drivers vs. Product Capabilities
- Market / Regional Positioning
- Competitive Strength
- Coverage Model

Relationship Information

- Marketing Engagement (Web, Materials, Events)
- Sales Relationship and Momentum
    - Opportunities, time between stages
    - Customer communication
    - Pilot/PoC
    - People Insights
- Customer Success Momentum
    - Engagement with PS
    - Existing product adoption
    - Cases/Tickets
    - User Groups / Training

Data Elements for Each Type of Score

	Company Selection	Product Prioritization	Customer Engagement	Retain & Grow
Customer Intelligence	Firmographics Tech Stack Acquisition Intent	Firmographics Acquisition Intent Key Business Drivers	Firmographics Key Business Drivers	Firmographics (changes) Key Business Drivers Acquisition Intent
Vendor Characteristics	Product Capabilities Product Structure Market Positioning	Product Capabilities Competitive Strength Product Structure	Product Capabilities Competitive Strength	Product Structure Product Capabilities
Relationship Information	Marketing Engagement	Marketing Engagement Existing Oppty / Stages Existing Product Adoption	Marketing Engagement Existing Oppty/Stages Communication Thread Product Adoption Metrics People Insights	Product Adoption Metrics Existing Oppty/Stages Training and PS Cases/Tickets

All data will be valuable - but if we really need to prioritize...

Requirements for Successful Account Scoring

Business Understanding	Data Preparation	Model Building and Testing	Integration and UAT	Enablement	Monitoring and Revisions
Company Structure Product Structure Target Markets Ideal Customer Profile Sales Methodology Prioritization of Account Scores Score deployment frequency ...	Selection and Validation of Data Sources Review of Availability and Validity of Historical Data Agreements with data vendors Review of regulatory limitations Review of internal data creation processes	Implement predictive models using several algorithms, compare results Validate results with target audience Ensure management alignment	Integrate models into work environment Scale the scores to make them actionable Perform UAT with target users	Train management, super-users and end-users on utilization of models Create reports and dashboards to track impact	Implement framework to continuously monitor models and update as needed Generate reports on adoption and impact of models Collect feedback from users to refine process and models as needed

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Typical Mistakes

Business Understanding	Data Preparation	Model Building and Testing	Integration and UAT	Enablement	Monitoring and Revisions
Overly ambitious goals Not enough resources No business alignment and involvement Not enough time to verify impact “Ready, Fire, Aim” Results are not measured and usage of model is not rewarded Hippos	Overly confident in data quality and availability Underestimating effort required to structure, clean and conform data	Overly complicated models Bad development methodology Lack of business understanding Overfitting of models Big shiny new algorithm	Model is not deployed in workflow Swivel-chair deployment Users are not aligned with results of model	Business Owner not involved in Enablement Unclear use case for model Too frequent updates causing confusion Can’t simply explain the relevance to Revenue Ops people Carefully apply for territory balancing & quota setting	Changes in the business result in inaccurate results Revisions are done ad-hoc and cause confusion

Questions?

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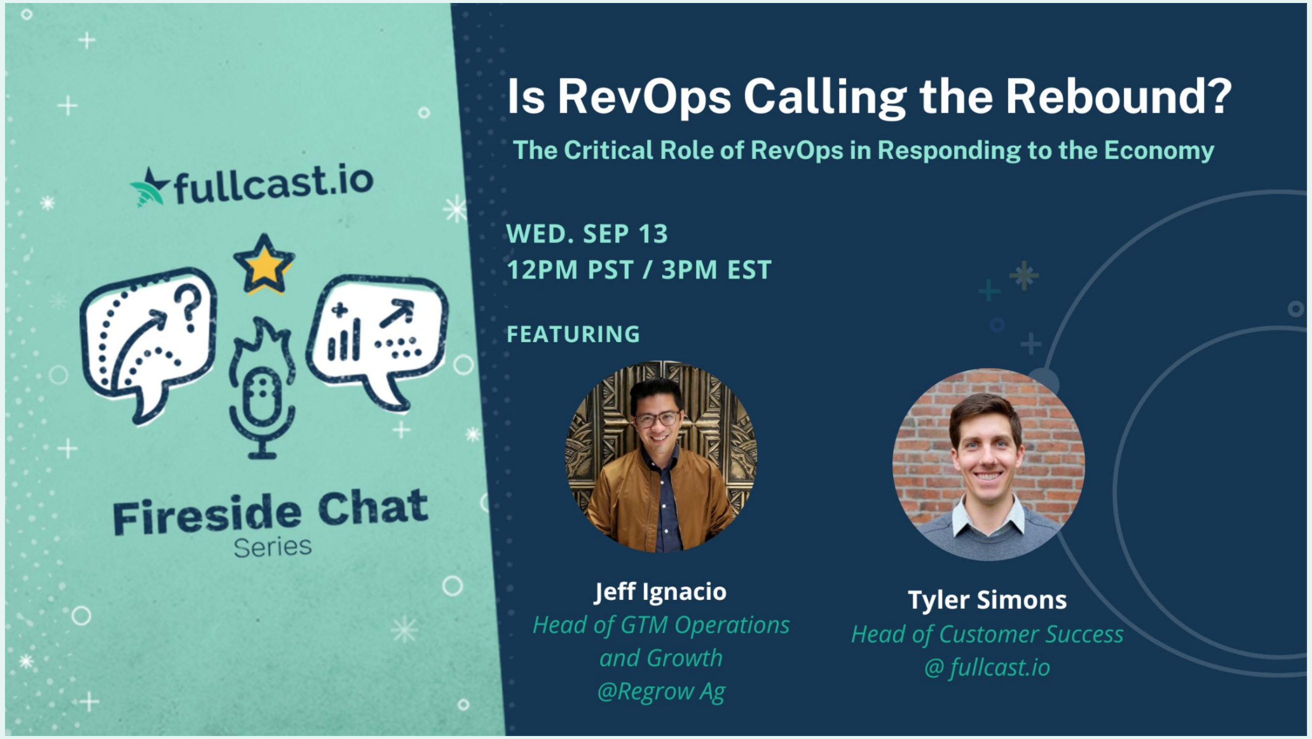
Upcoming Events:



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Fireside Chat
Series

Is RevOps Calling the Rebound?

The Critical Role of RevOps in Responding to the Economy

WED. SEP 13
12PM PST / 3PM EST

FEATURING

Jeff Ignacio
Head of GTM Operations and Growth
@Regrow Ag

Tyler Simons
Head of Customer Success
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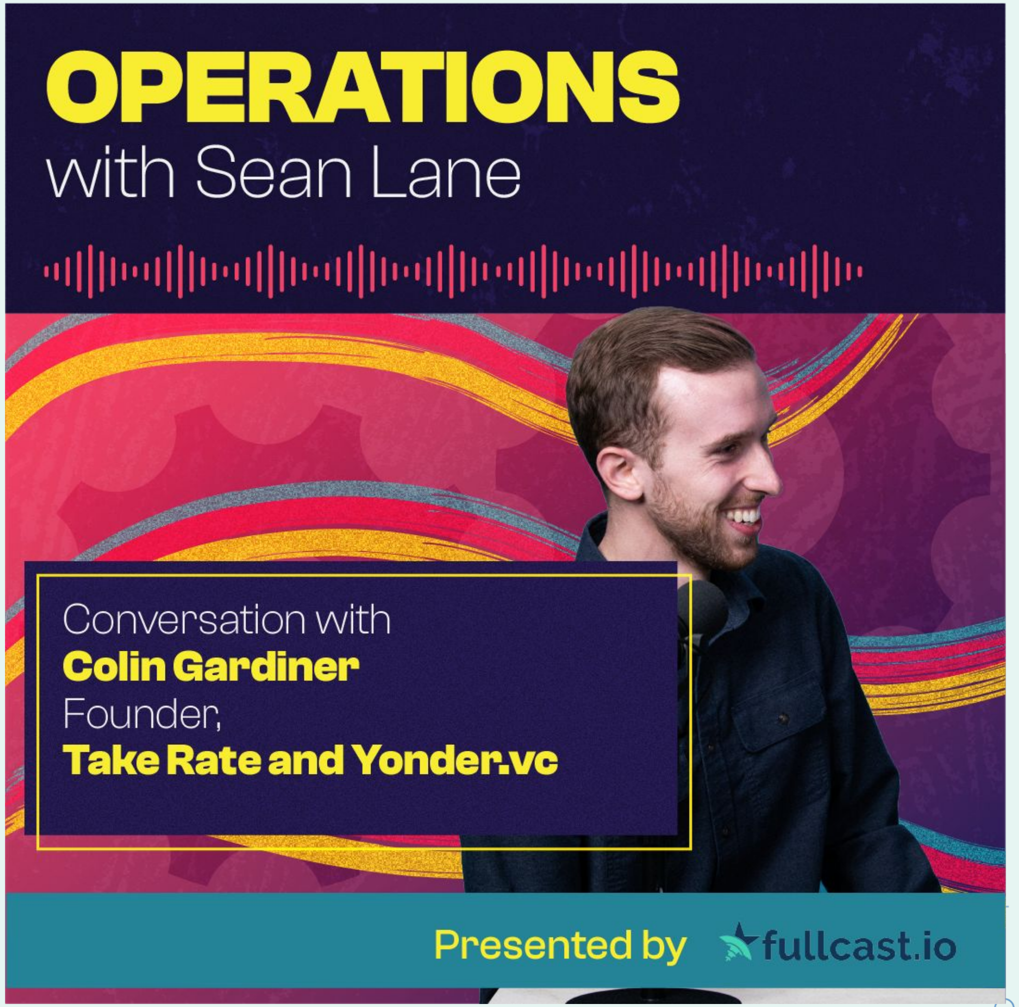
Operations Podcast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