

TEVERA CASE STUDY



Tevera, founded in 2012, is an edtech company serving higher education institutions and their programs through cutting-edge field management and program outcomes solutions. With value-based solutions that serve every stakeholder, Tevera's intuitive interface centralizes data, communications, and most importantly - the people at the heart of it all.

BY THE NUMBERS:

Customer Benefits: Saved Tevera members 5-10 hours of work by taking on tasks that only happened one time, allowing members to focus on learning the most important parts of Tevera and give their students, supervisors, and faculty the best experience possible.

Tevera Benefits: We average 9/10 on our onboarding CSAT, reduced TTFV by 57%, 31 days; and decreased overall onboarding time by 2 weeks per implementation which represents a cost savings of \$25k/year.



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CALEB ZIMMERMAN
Chief Customer Officer, Tevera

BEFORE

Before taking Donna Weber's Orchestrated Onboarding™ Masterclass we had just started defining what our customer's first value or 'aha!' moment was and the time required to reach it, which was 55 days on average.

We had an awesome team, but they were all generalists, wearing many different hats and handling everything related to customer onboarding and success.

DURING

During the Masterclass we realized we asked our customers to learn and do tasks that slowed down the process and they would never need to do again.

We also realized how much we asked customers for the same information repeatedly as they moved through the journey with customer-facing teams.

AFTER

After the Masterclass, we started reporting on the Time to First Value (TTFV) with the Executive team and made TTFV a strategic focus. We set a goal of 30 days for TTFV and have been able to reduce time to value by 56%, on average 24 days now, and are working to reduce that time further.

We also examined customer tasks and asked whether they supported their learning and adoption. As a result, we created new services to handle tasks rather than wait for customers to figure things out.

Finally, we focused customer facing teams and created specialized roles to better align with customer needs along their journey. Now we have distinct Success, Implementation, and Product Coaching teams, each owning specific tasks along the customer journey, and allowing us to speed up TTFV and deliver even better customer outcomes.



Learn more:
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