

Growth Initiative: Customer Expansion

Improving Retention and Unlocking Customer Growth with Clari

Revenue is a process, and that process does not stop with the acquisition of new customers. While landing new logo revenue will always be imperative, companies are realizing the untapped goldmine that exists in their customer accounts, and the revenue risk of not investing in retaining and growing these partnerships.

Organizations burdened with customer churn will find their growth potential stymied despite the excellence of their new logo motion. To mitigate this, high performing revenue teams focus on retaining and expanding customers' investment as one of their top growth initiatives.

They invest in crating, standardizing, and managing rigorous post-sales motions across all teams involved in customer lifecycle management, such as:



Optimizing retention processes

Use adoption, satisfaction, and customer engagement data to track the health of the renewal book of business, and create a repeatable cadence for proactively addressing churn risk and driving accountability and execution across the organization around retention goals.

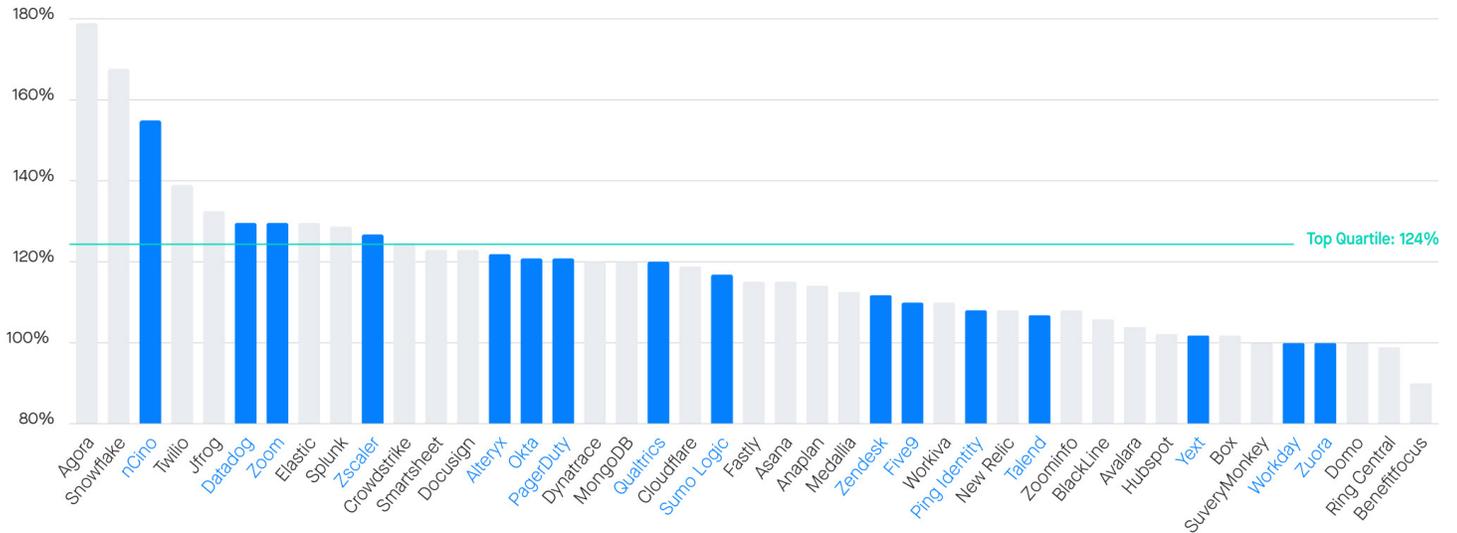


Optimizing expansion processes

Build an integrated motion for cross-sell and upsell opportunities with visibility into expansion pipeline coverage, whitespace potential across installed accounts, and forecasting discipline that maximizes expansion velocity and improved execution against retention and expansion goals.

Net Dollar Retention

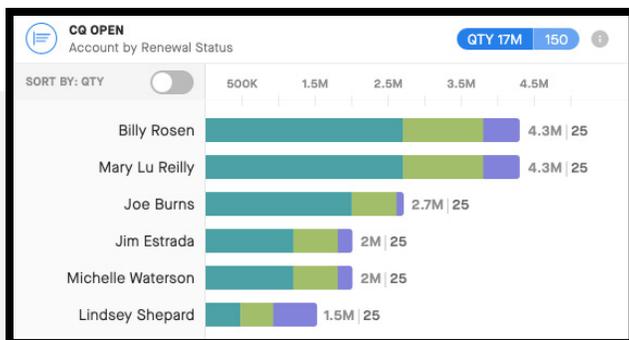
● Clari Customer



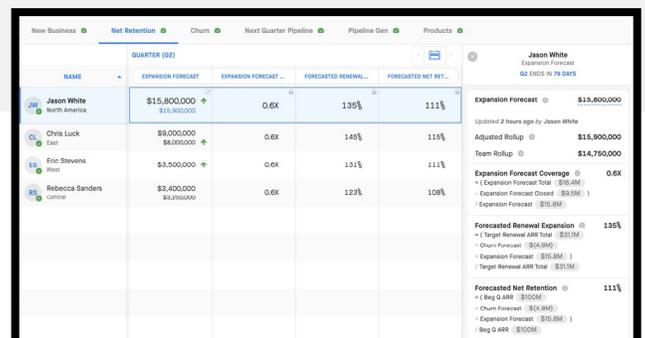
Clari customers are top performers in net dollar retention because they bring these insights into rigorous post-sales revenue processes.

The Clari Advantage

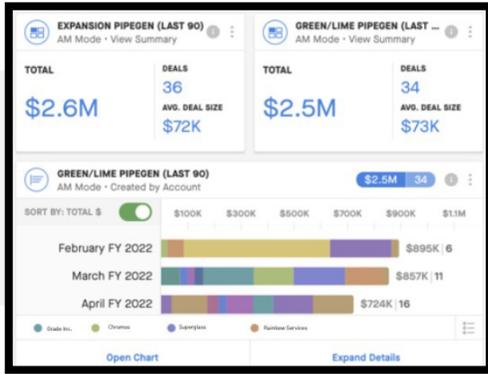
Clari provides the visibility, rigor, and cross-functional alignment required to drive predictability in renewal and expansion revenue. With Clari, revenue teams can identify risk and opportunity in their renewals, forecast churn so they can track progress against net dollar retention goals, and make sure the post-sales team is focused on the right customer accounts.



Manage and inspect your renewal and expansion pipeline and know what's going on in your deals and accounts.



Forecast renewals, expansions, and churn, and track retention metrics for any segment of your business.



Maximize expansion velocity and minimize deal risk with key customer insights.

Here are just a few of the revenue teams dialing in their renewal and expansion business with Clari:

NUTANIX

walkme

HashiCorp

PROCORE

cloudbees

sense

Operationalize your growth strategies from the boardroom to the front line with Clari.

—Clari gives us visibility and rigor across our net new, cross-sell, upsell, and renewal business, making our entire revenue process seamless and predictable.

Jon Hung
Vice President Sales Operations and Strategy at Zscaler

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[Corporate expansion](#)

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[Business model expansion](#)