



# Most Cutting-Edge Ops Program

An individual or team responsible for driving quantifiable results for their organization through operational excellence.

## Anaplan

### The Challenge

Anaplan lacked alignment around how to best serve its customers to drive strong retention and successful expansion. The organization's biggest challenge involved driving a mindset shift within its field teams around customer health and adoption, and identifying which actionable metrics the company should rally around.

### The Operational Approach

Anaplan's Operations team started by establishing a definition of data-driven, quantifiable customer adoption metrics, working cross-functionally to ensure the result would resonate on a company-wide level.

Then, the team began to draw on other relevant data from Salesforce and Splunk (e.g., annual recurring revenue data, pipeline expansion data, and usage data) to develop a rich and robust illustration of the customer landscape on adoption.

In Anaplan platform, the team built a technical infrastructure to ensure its account teams could easily leverage the data. Now, the organization's Sales and Customer Success teams set collaborative, bottom-up targets to drive adoption improvements, with top-down review and buy-in.

### The Impact

The bottom-up target setting process was hugely welcomed by Anaplan's field teams, and gave a high level of confidence to the top tier executives because the metrics were backed up by a clear process to achieve a realistic goal in improving customer health.

Anaplan's adoption improvement efforts have significantly impacted both annual recurring revenue and pipeline for the company.

**"Our efforts have brought about a true best practice to align on one source of truth for gauging customer adoption. We're looking into providing our partner ecosystem access to this metric so we can scale adoption improvement efforts beyond Anaplan."**

- Lindsey Oh, Director, Customer Operations, Anaplan