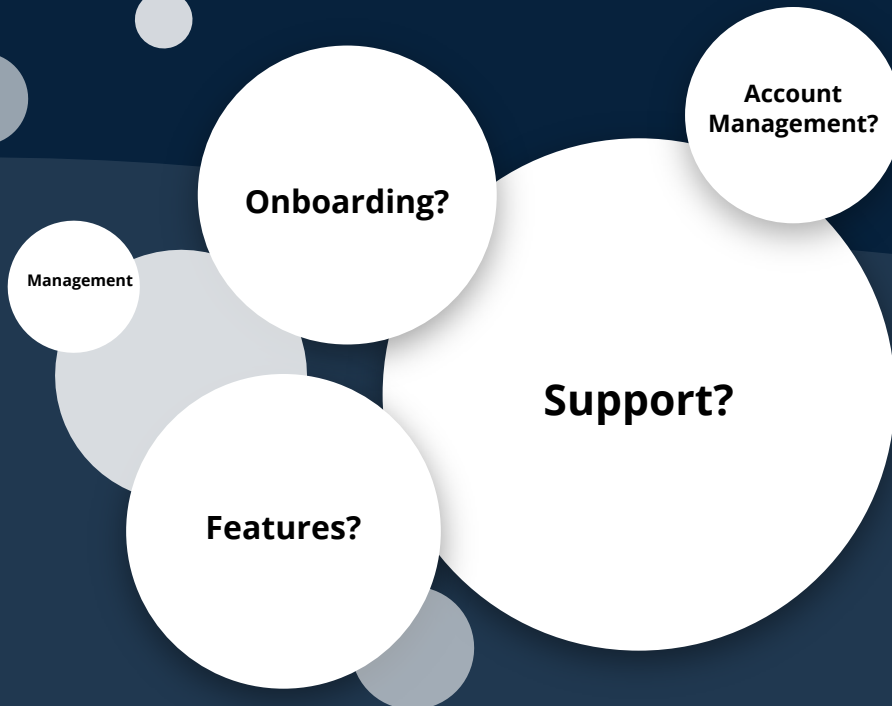# SaaS Adoption Strategies

Paulson Thomas, MBA

highlevel

Why is SaaS Adoption so important?

1) Churn Rate
2) User Experience
3) Development Expansion

Recommended SaaS Pricing Model

Maintenance offer: $1300 + $297
$1597

Gateway offer:
 $297 + $297

Downsell Offer:
$297

Steps to creating SaaS Adoption

1. Simplified Onboarding Experience
2. Dedicated Ticketing System
3. User Feedback Management
4. Development Expansion

1. Simplified User Onboarding Experience

1. Simplified User Onboarding

Self managed Onboarding is NOT recommended
Consulted Onboarding is a better experience

2. Dedicated Ticketing System

1. Create a Support Channel (Landing Page, Web Chat, Text Line)
2. Simple Intake form, ticket to direct solution provider
3. High Volume requires ticket fielding = possibility for negative user experience
4. Low Volume requires ticket management = possibility for a positive user experience

3. User Feedback Management

Be careful on who provides feedback....

1. Beginners
2. Regulars
3. Masters

a) Can you expand your value stack
b) Can you improve your SaaS offer and Set up
c) Can you simplify and reduce your feature complexity
d) Why are they not adopting?
e) Why are they wanting to cancel?

4. Development Expansion

Avoid

1) Edge Case Scenario
2) Customization
3) Overstacking

Calculating SaaS Adoption Ratio

Total Number of Locations
Total Number of Users
Total Number of Logins
Total Number of Tickets

Adoption Account Management Styles

Here are few things to consider....

SaaS adoption versus SaaS -Agency

Separate Account Management for Saas Versus Professional Services

Takeaways!

Thanks

speakwith.us/marketplace

HELLO@GOHIGHLEVEL.COM