

# SCALE

## **Product Marketing Council**

Using Customer Use Cases to Align GTM to Drive Growth

# Today's Product Marketing Council leaders



**Tara Panu**

Head of Enterprise Marketing  
RapidSOS



**Lauren Vaccarello**

CMO Executive-in-Residence  
Scale Venture Partners

## Today's Agenda

- Welcome, Introductions, and Survey (30 min)
- Using Customer Use Cases to Align GTM to Drive Growth (30 min)
- Open discussion (30 min)

**We help our portfolio  
build and optimize  
hyper-growth GTM  
machines**

# Advisory

Been-to-Market Expertise



Advising our portfolio  
companies with bespoke  
GTM consulting

# Content

Step by Step Guides



Distilling decades of  
experience into concise  
GTM playbooks

# Events

The Power of Community



Connecting our network  
of EIRs, Exec Advisors  
and portfolio execs

# Introductions

1. Name
2. Title
3. Company
4. Highlight of your summer





# Survey



# Using customer use cases to align GTM and drive growth



# About Me



RapidSOS 

 Voiceflow

 **MOVIUS**

 Alfresco®

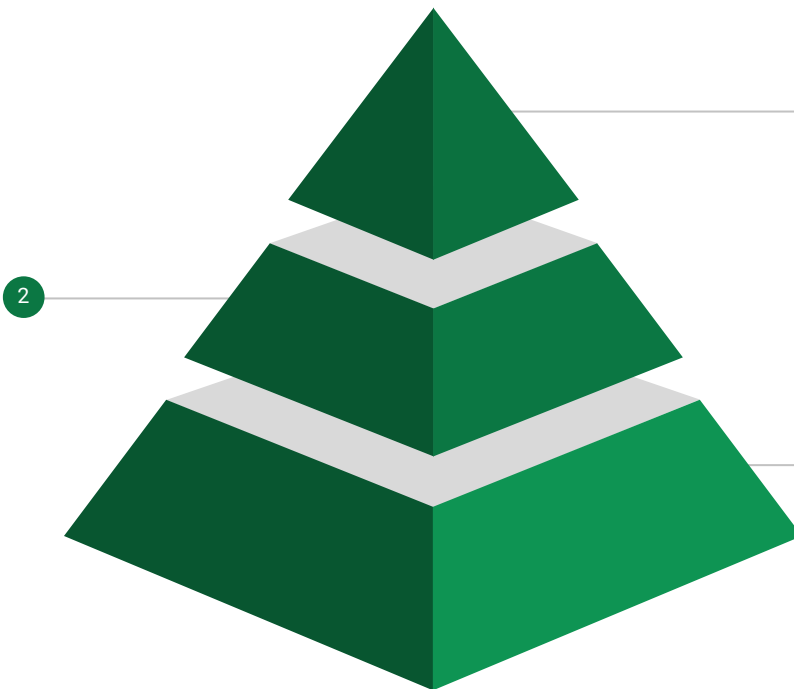
**jive**

# Messaging Pyramid

## Use Cases / Business Processes

Identify the business processes your customers typically use the product for. Identify what's frustrating about doing those jobs the "old way" and what the negative consequences are. Then contrast by showing specific capabilities of your product that addresses those pain points and improves outcomes.

→ Easily maps to business case/ROI



## Strategic Narrative

Why your company? Why now? Company's POV/insight into what's shifted in our customer's world. This shift has created expensive problems, and your company was built to solve those problems.

→ Drives sense of urgency

## Product Features & Functionality

Provide clear descriptions of your product's key features. Explain how each feature works and the specific benefits it delivers. Include important technical specifications to highlight the product's capabilities.

# Uncovering Customer Jobs

## 1. Pull Data Sources

- Analyze CRM data on customer interactions, usage patterns, and feedback.
- Review the details of recent closed-won deals to identify key factors that contributed to winning.
- Look into historical customer data to identify trends and patterns in customer behavior and needs.

## 2. Talk with Sales & CSMs

- Gather insights from sales and CSMs about the most common ways customers are using the product.
- Listen to Gong calls to understand customer language, pain points, and desired outcomes.
- Identify and prioritize customers for 1:1 interviews based on their usage patterns, feedback, and potential for valuable insight

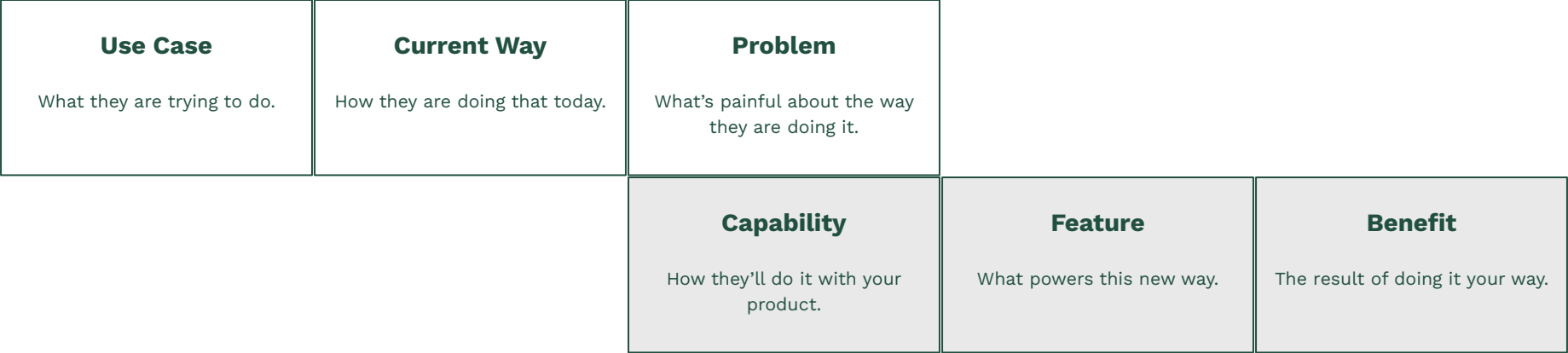
## 3. Conduct 1:1 Customer Interviews

- Define research objectives - clarify what you hope to learn from the interviews, how you plan to use the information, and who you need to talk to.
- Develop a structured interview guide with key questions/themes for a 30 min call
- Organize your insights
  - a. Customer job
  - b. Pains
  - c. Pain relievers
  - d. Value/benefit of product

Aim is to incorporate the voice of the customer and messaging using the customer's own language and how they describe these things.

# Developing Effective Use Case Messaging

Buyer Persona: [Insert]



Source: Fletch PMM Value Proposition Canvas

# Real Example: Voiceflow



Persona: Conversation Designer (Champion)

<b>Use Case</b> Gather design feedback from developer and product stakeholders.	<b>Current Way</b> Work is captured in static flowcharts and reviewed in live meetings, spreadsheets, and emails.	<b>Problem</b> Feedback is buried in multiple places and hard to track.		
		<b>Capability</b> Share design files and track feedback all in one place.	<b>Feature</b> Shareable prototypes, canvas markup, commenting	<b>Benefit</b> Accelerate design reviews and approvals 2X faster.

Source: Fletch PMM Value Proposition Canvas

# Business Case for JPMorgan - Design Review Use Case

## ANALYSIS

### Objective:

- Streamline design review processes to improve effectiveness and collaboration.

### Problem statement (customer validated):

- Average of 3 design forum meetings a week, each 90+ min long
- Approvals took up to 8 weeks (before developer handoff)

### Who's impacted?

- Conversation designers, developers, product owners

### Levels of impact:

- Individual - reduced workload and time spent in meetings
- Team - increased collaboration and faster approval cycles
- Organizational - accelerated time to market and improved feedback quality

## BUSINESS OUTCOMES

### Before

- 3 design forum meetings per week (90+ min each)
- Approval processes up to 8 weeks

### After 6 months using Voiceflow

- Approval times reduced from 8 weeks to 2 weeks
- Team created double the amount of reviews
- 75% less time in reviews

### Measurable change from current state to future state

- Reduced # of meetings
- Shortened approval times
- Increased number of reviews completed

### Applicable Scenarios:

- Design review sessions
- Prototyping and feedback loops
- Approval workflows

# Actioning Insights in Marketing

## Design Reviews

[Voiceflow Use Case | Design Reviews](#)

H1: Design Reviews

H2: Run more efficient, inclusive design reviews that capture better feedback and accelerate time to market.

CTA: Talk to an expert

### Transform your design review process

Save time and get more thoughtful feedback by using Voiceflow to conduct asynchronous design reviews. You might not eliminate all meetings, but they will be more productive.

### Interactive experiences for reviewers

Stop conducting reviews with static visual mockups. With Voiceflow's high-fidelity prototypes, stakeholders can evaluate designs by taking them for a true-to-life test drive.

### One place for all feedback

Share the project canvas so reviewers can see and comment on all aspects of the conversational experience. Centralized contextual feedback is easier to understand, act on, and track.

### Collaborative reviews save time

Welcome the entire team into Voiceflow—developers, product owners, AI trainers, marketing, and more. Getting cross-functional input early avoids costly delays and rework later.

#### Which would you rather?

##### Without Voiceflow

Designers walk step by step through static conversational flows, capturing feedback manually.

[image static flowchart, feedback in email]

##### With Voiceflow

Reviewers understand and evaluate designs by interacting with high-fidelity prototypes. They can also "look under the hood" and leave comments on the canvas.

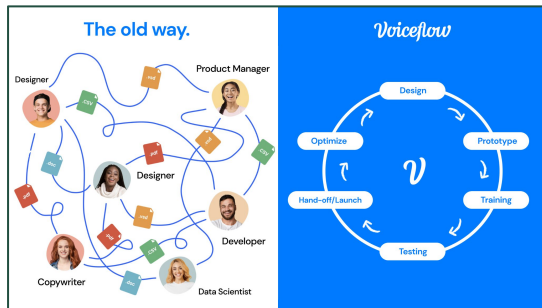
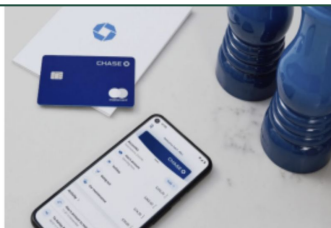
[image of prototype, image of canvas with comments]



## Using Voiceflow to run more efficient, inclusive design reviews

"The reviewers can actually see the work that went into the design, plus every single piece of the conversation and how it works"

[Read case study](#)



USE CASE:

## Design Review

### BEFORE

Live review sessions are the only way to access collective expertise, but getting your whole team on the same page takes too much time and handholding.



Designers walk through conversation flows step-by-step, capturing feedback manually.

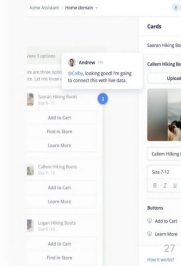
### WITH VOICEFLOW

With Voiceflow, teams run more efficient, inclusive design reviews that capture better feedback and accelerate time to market.

Reviewers evaluate designs by working asynchronously with high-fidelity prototypes.

They can also "look under the hood" and leave comments on the canvas.

Voiceflow



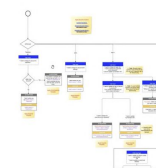
JPMORGAN  
CHASE & CO.

Conversation design team responsible for the Chase Digital Assistant (CDA)

### BEFORE:

Static tools and a siloed workflow slowed the review-and-approval process and required extra work and handholding from conversation designers.

- Multiple Design Forum meetings 90min +
- Approvals took up to 8 weeks



### AFTER:

The team uses Voiceflow's project canvas and shareable prototypes to run design reviews that take less time, include more stakeholders, and produce better feedback.

#### RESULTS:

- Consolidated 5 static tools to 1
- 75% less time in design reviews
- Cut time from 8 weeks to 2 weeks

"Our reviews actually see the work that went into the design, plus every piece of the conversation and how it works."

GINA RILEY, VP OF UX & CXD LEAD

There's a better way.



# GTM Alignment Strategies





# Tracking Early Signals

## **Focus on “message-market fit” - some examples of early signals I track:**

Paid LinkedIn Ads:

- Reach
- Engagement (Likes, Comments, Shares) & Click-Through-Rates (Leading Metric)
- Refine the audience based on engagement to optimize targeting.

Use Case Website Landing Page:

- Traffic / Unique Visitors
- Time on Page
- Conversion Rates (ie. Form submissions, demo requests)

1st Sales Call Execution:

- Tailored discovery based on use case
- Did the message resonate with the prospect?
- Look for alignment on the problem and excitement for learning more.

# Thank You!