

AJVC SLACK CHANNEL

AMA#34 WITH **SRI GANESAN** DATED
28TH MARCH

SNEAK PEEK



Srikrishnan Ganesan is the Co-Founder of Rocketlane. Sri wanted to simplify the customer management space, and with his extensive expertise in the space, he Co-Founded Rocketlane in April 2020. Prior to co-founding Rocketlane, Srikrishnan co-founded Konotor in 2012, which was a two-way messaging service that could be incorporated into your app. Konotor was acquired by Freshworks in 2015. Sri continued to build this service at Freshworks under the name Hotline.ai. Sri spent his early years in product management roles helping large corporates such as Verizon, Rediff and

Rocketlane is a purpose-built customer onboarding platform that seeks to simplify, standardize, and accelerate workflows, keeping track of end-to-end client onboarding, collaboration, and project management. It helps keep track of each customer onboarding in a dynamic manner that delivers collaborative, transparent, and professional onboarding, taking care of setting up project teams, handling customer research, and keeping track of user metrics.

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My company is currently raising a equity crowdfunding campaig on republic.co/tracflo And we raised \$19k in 13 days. I wanted to know what's the best way to market the campaign?

Would need to understand a lot more about your business to comment, but feels like you'd want to first align a few insiders from the construction industry as angels - may help validate your thoughts in the space and also help other angels, VCs build confidence (given they may not be as familiar with the industry to judge your product and potential). Is an exec from your customer in the 2nd largest NY construction project willing to back you and make intros? that'd be a good route. then use those names on your crowdfunding campaign to add credibility

Hi Sri, thanks for doing this.What's been your strategy to build relationships?

I've never been good at nurturing relationships putting in the hard work.I've been lucky though to have still managed to build many strong relationships in the ecosystem.It's mostly been around quality conversations on topics we mutually care about when we meet-doesn't matter that we don't stay in touch with them on a regular basis, etc. Also,coming across as someone who is thoughtful, prepared, humble helps people value engaging with you.Most importantly, make a great first impression on whoever you meet.These are probably some things that have served me well.other than getting lucky with people I studied with or worked with being in the right places to help me with connections.

Hi @Sri (Rocketlane). Thank you for agreeing to join us today.How did the idea about Rocketlane come? How has the idea evolved over the past months?

The idea came about from our experiences of working with large mid market and enterprise customers at Freshworks. We'd use a mish mash of slack, google docs, spreadsheets, trello boards, and what not to collaborate with our customers during the onboarding and implementation project. We'd end up spending a lot of energy staying on top of all of that. We'd still need to do additional work about work to get the right picture of what's happening across projects - for us as leaders of the business. We spoke to many other companies and understood this was a real problem with board level visibility since live ARR was lagging contracted revenues in a big way often. Also felt like a heavily underserved segment with great potential to innovate around "customer-facing projects" as a category.

I think the evolution has been at a more granular level - understanding what specific small experiences that we build can make big impact for our customers and their customers. The larger idea hasn't changed, other than some new found knowledge that the problem applies for more kinds of customers than we had initially assumed.

@Sri (Rocketlane) - what should we choose for building B2C product community - slack/telegram/discourse?

Your approach here may vary based on your goal. If I am creating a community for shoes, I'd ideally want it to also surface up in results when someone is searching for inputs on a shoe. So I'd use a community platform (say habitate, circle, tribe, etc). If it is a closed group of folks for inputs, I'd use whatsapp / telegram / slack. If it is for creating an engaged audience, I'd probably choose slacks if I can see a lot of topics branching off from it, to test initially.

What is your hiring strategy? How do you ensure that newbies understand and maintain the standards (if they have a customer facing role)?

For now, we're very selective about our hiring. We probably interviewed 30-40 people for every candidate we hired. We test for aptitude, do our ref checks, etc. We have typically 4 rounds for every candidate including to see if they will add to our team in the right way.

We spend time on onboarding to ensure that we are setting them up for success with us, setting our expectations clear, and making them understand they are part of a team with a growth mindset. I do a session for everyone on their first day on these things. As for customer facing roles, I make sure they understand they can reach me / talk to me for even the silliest thing if they aren't sure about something - before the respond to engage with a customer.

How did you get your first 10 customers at Rocketlane?Tips/guidelines to build out customer success teams at B2B startups vs B2C startupsWhat do you think about moving to PM after 3 years in tech/data science?

1. We're still in private beta! We landed these through a mix of warm introductions from angels, friends, as well as from serendipitous connections from a lot of the engagement we've been seeding on social channels like twitter and linkedin.
 2. Today, frankly the CS function as the industry defines it, is more prevalent in B2B and prosumer, and not as much in typical B2C from what I know. B2C does more customer support, than customer success, but there's scope to borrow some best practices around health scores and adaptive journeys for B2C users too (this may be done by product or growth teams still in B2C). CS in B2B - I'd say you build a team with a mix of people who've already been in B2B CS and know the best practices, and people on your customer support or pre-sales team who want to move into CS roles - since they know your product and customers really really well.
 3. Depends on what you personally are most excited about! Never too late or too early to try anything you feel you would enjoy and be good at.
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