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work or life. In What Customers Want, author Anthony Ulwick crisply captures this idea, expressing it as the capability to “Get a job done better” and “Get more jobs done”.

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Desired Outcomes—Metrics That Drive
Innovation Customers want to get more
jobs done, but they also want to be able
to do specific tasks faster, better, or
cheaper than they can currently.

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Customers use a set of metrics—performance outcome measures—to judge how well a job is being done or how well a product performs this job. Today the iPod is judged by consumers to perform better

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against these outcome measures than the alternatives, so today more people are hiring iPods.

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“Customer Success is when your customers achieve their Desired Outcome through their interactions with

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your company.” And the process used to proactively ensure that Desired Outcome is achieved by your customers is what we call Customer Success Management.

Understanding Your Customer's Desired Outcome

Which is to say, customer value comes

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from a supplier's ability to fulfill a specific, relevant outcome in the buyer's work or life. In *What Customers Want*, author Anthony Ulwick crisply captures this idea, expressing it as the capability to "Get a job done better" and "Get more jobs done".

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typically derails innovation initiatives.

Create Breakthrough Products

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Customers use a 1-to-10 scale to quantify the importance of each desired outcome and the degree to which it is currently satisfied. The rankings are inserted into the formula to form the overall innovation opportunity score that highlights the outcomes with the highest “importance” scores and lowest “satisfaction” scores.

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