



VEP Migration

Customer Team Communications Plan

In progress

Questions?

This plan is owned and maintained by Nicole Holman

Business Objective & Audience

Mailchimp's Customer Team members will migrate to VEP so that we can deliver personalized, omnichannel, efficient, 24/7, live product support, onboarding and customer success management for High Value Mailchimp customers through VEP capabilities. Overall target launch date is scheduled for September 2023. **MVP 1 phase** is targeting go-live on Monday, June 5, pending UAT processes May 23-30-.

Goal 1: Deliver customer benefit of getting the most out of Mailchimp as measured by more revenue and more customers while improving NRR to 100% for all High Value Customers. Leading indicators - CSAT score for access to support options, improvement in customer utilization of key features.

Goal 2: Deliver a more efficient expert experience by reducing the number of tools used, increasing the effectiveness of workflows, and improving the routing as measured by average handle time and Employee sentiment.

Goal 3: Reduce the number of tools and systems to maintain and configure by migrating to VEP capabilities.

MVP 1

A cohort of ≈8k High Value single-owner businesses to test out Salesforce and Amazon Connect with 6 Product Support reps. The purpose of this launch is to familiarize Premium Product Support reps with Salesforce and Amazon Connect to leverage phone calls through Call Me Now and Scheduled Callback.

- **Target customer audience:** Cohort of ≈8k High Value single-owner businesses
- **What's changing for Product Support?**
 - Premium phone support is going from Zendesk Support to SFDC for phones
 - Phone calls will go from Zendesk Talk to Amazon Connect
 - From pulling Scheduled call-backs out of a queue manually to the calls being auto-assigned to them
 - Enhancement: Zendesk-Salesforce integration in order to see ticket information in both views
 - Staying the same: Zendesk chat and email

Customer Comms Objectives & Audience

- Frontline Support and Customer Support agents (phone and chat)
- All Customer Team (FYI)
- Provide high-level overview and timeline of launch, training tools and resources for Support teams
- 21 Premium Support agents and their managers/leaders
- TSEs
- UAT Testers
- 6 Pilot Experts
- Impacted Teams (CS, Onboarding, Care - e.g. Compliance, Billing, Integrations, etc)
- Leadership Stakeholders
- All Customer Team (FYI)

Timing / Key Dates

MVP 1 phase will potentially begin on **Monday, June 5**.

Key Contacts

Operational Readiness Team: #mc-accelerate-customer-team-cs9-mc-operationalreadiness

MVP Testing: #mc-accelerate-customer-team-cs9-mvp-testing

MC Drivers: #mc-accelerate-customer-team-cs9-mcdrivers

Cross-functional with VEP: #mc-accelerate-customer-team-cs9-all

Team	Name	Title
SBS/Op Readiness Driver	Jennifer Maley	Manager of Business Solutions
CPMO/Op Readiness PM	Madaline Goldstein	Go to Market Commercialization Manager
Comms	Nicole Holman	Sr Associate, Customer Communications
Comms	Kendall Gilliland	Director of Customer Communications and Engagement
Comms/Education	McCauley Hurt	Slalom
Comms/Education	Nora Crean	Slalom
Comms/Education	Emery Chang	Slalom
Education	Scott Cleveland	Learning & Development Manager
Education	Ryan Rudolph	Instructional Designer
Product Support/Quality Control	Anna Dang	
Product Support	Joy Todaro	

Key Messages

- MVP announcement
- Training dates
- Reminders and recurring updates
- Shift in all tooling currently used
- This transition impacts tech capabilities used by Mailchimp customer-facing teams every day and all projects across the company.
- MVP - Phone/salesforce capabilities
- Agents will save time in their work when migrating to VEP tools. For example, automated voicemails will eliminate the need to record and leave voicemails manually.

Communications Channels

- Wiki page for FAQs / Customer Team Hub Confluence page (archive)
- #customer_people_managers Slack channel (For Customer Team people managers)
- An email to all impacted teams
- Weekly Digest (Thursdays)
- #customer-team Slack channel
- #product-support-mailchimp-1
- Team huddles
- Or June Customer Team All Hands?
- [#mc-accelerate-customer-team-cs9-mc-operationalreadiness](#)
- #mc-accelerate-customer-team-cs9-mcdrivers
- #mc-accelerate-customer-team-cs9-all
- MVP Testing: #mc-accelerate-customer-team-cs9-mvp-testing
- *A new support channel once we go live

Timeline for Comms/Activities

Date	Audience	Channel/Activity	Accountable	Status
May 25	All Customer Team	Digest	Nicole Holman are you comfortable drafting for review by Emery Chang Nora Crean McCauley Hurt ?	COMPLETE
May 25	All Customer Team	#customer-team	Nicole Holman	COMPLETE
June 12	All Customer Team	#customer-team	Rachel Shelby	COMPLETE
June 15	All Customer Team	Digest	Nicole Holman	COMPLETE
June 15	All Customer Team	#customer-team	Nicole Holman	COMPLETE

FAQs

[See the FAQs wiki.](#)

Q: [Add question here]

A: [Add answer here]

Q: [Add question here]

A: [Add answer here]

Appendix



(additional resources; links to final comms will also be moved here once executed)

Resources

- [Operational Readiness WTBD - MC Customer Team Acceleration to Scale \(CS-9\)](#)



Final Communications

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