



Glossary of Terms

A

ARR- Annual Recurring Revenue
ACV- Annual Contract Value
AE- Account Executive
AM- Account Manager
API- Application programming interface
AI - Artificial Intelligence

B

BI- Business Intelligence

C

CSM- Customer Success Manager or Customer Success Mgmt.
CSAT score- Customer Satisfaction score
Cross-sell- The sale of additional products or services to an existing customer, but to a new buyer.
CCO- Chief Customer Officer
CTA- Call to Action
CAC- Customer Acquisition Cost
CRM- Customer Relationship Mgmt.

D

Down-sell- An existing customer renews their contract at a lower contract value than the previous term.



E

EBR- Executive Business Review

ERP- Enterprise Resource Planning

F

FVD- First Value Delivered

FTP – File Transfer Protocol

G

H

I

IoT- Internet of Things

I

K

KPI's – Key Performance Indicators

L

LRM- Lifetime Revenue Management

M

MRR- Monthly Recurring Revenue

MDA- Matrix Data Analytics

MQL- Marketing Qualified Lead

N

NPS- Net Promoter Score- A survey methodology that is used to evaluate customer satisfaction. How likely are you to recommend our product/service?

Native force.com- all data is stored in SF and it leverages SF's security, privacy, and permissions structures.

NLP- Natural Language Processing



Q

OKR's- Objects and Key Results

On-Premise - Hosted by Client. Not in the Cloud.

P

PM- Project Manager

PS- Professional Services

Q

QBR- Quarterly Business Review

R

ROI- Return on Investment

RFP- Request for Proposal

RFI- Request for Information

S

SF- Salesforce

SLA- Service Level Agreements

SFTP- Simple File Transfer Protocol

SMB- Small/Mid-sized Business

SQL- Sales Qualified Lead

Service Cloud- SF's Support tickets

T

TTV- Time to Value

U

Up-sell- The sales of additional products, licenses, or services to an existing customer

Z

Zendesk tickets= Salesforce Cases

