

TSIA Voice Principles

TSIA Voice Principles

(Across All Audiences)

1. Data-Driven

Always lead with research and benchmark insights.

2. Strategic

Focus on industry transformation, not tactics alone.

3. Trusted Advisor

Speak like a guide helping leaders make decisions, not a vendor selling a product.

4. Clear and Practical

Avoid jargon. Translate research into clear takeaways and actions.

Goal: “Right message, right person, right time.”

Top-of-Funnel Prospects

1. Top-of-Funnel Prospects

(Technology services leaders who don't know TSIA yet but are experiencing industry challenges.)

What They Care About

- Understanding major shifts in the technology services industry
- Solving high-level strategic challenges
- Staying competitive in:
 - AI adoption
 - Recurring revenue models
 - Customer success transformation
 - Services profitability
- Learning what “good” looks like compared to peers

They are asking:

- *“What is happening in the industry?”*
- *“Are other companies dealing with this?”*
- *“What should we be paying attention to?”*
- *“What is TSIA?”*

Pain Points

Core Reality: They don't fully understand the problem yet—but they feel pressure.

- “We know the industry is changing (AI, XaaS), but we don't know what it means for us”
- “We don't know if we're behind or ahead of peers”
- “We lack a clear strategy for services growth”
- “Our org is reactive, not proactive”
- “Leadership is asking questions we can't confidently answer”

Emotional Layer

- Uncertainty
- Fear of falling behind
- Pressure to “have a point of view”

How TSIA Helps

TSIA provides:

- Industry research
- Benchmark data
- Thought leadership
- Frameworks for navigating change

TSIA helps them understand the landscape before making decisions.

Objections & Barriers (Messaging angle)

Objections

- “This is interesting, but not urgent”
- “We already follow other industry content”

How to Overcome

- Emphasize industry shifts + urgency
- Use data to show consequences of inaction

Content That Resonates

- Thought leadership blogs
- Industry trend reports
- Data and statistics
- Podcasts
- Research summaries
- Infographics
- Conference highlights

Examples:

- “5 Industry Shifts Reshaping Technology Services”
- “The State of AI in Technology Services”
- “Benchmark Data: What High-Performing Service Organizations Do Differently”

Content Depth

Level 1: Awareness (TOFU)

Content Type

- Blogs

- Trend reports
- Podcasts
- Social content

Depth

- High-level insights
- Industry trends
- Light data

How We Should Talk to Them

Tone:

- **Insightful**
- **Educational**
- **Forward-looking**
- **Industry authority**

Voice style:

- Lead with insight and data
- Avoid heavy product mentions
- Focus on industry perspective

Example tone:

“Technology service organizations are facing a new economic reality driven by AI and recurring revenue models. Here’s what the data shows about how leaders are adapting.”

Middle-of-Funnel Prospects

2. Middle-of-Funnel Prospects

(Leaders aware of TSIA who are exploring solutions to specific problems.)

What They Care About

- Solving specific operational problems
- Learning best practices
- Understanding how peers are succeeding
- Evaluating approaches to transformation

They are asking:

- *“How do I solve this problem?”*
- *“What are other companies doing?”*
- *“What does best practice look like?”*

Pain Points

Core Reality: They’ve defined the problem and are actively trying to solve it.

- “We don’t have a proven framework to solve this”
- “We’re making decisions without benchmark data”
- “We’ve tried things internally, but results are inconsistent”
- “We don’t know what ‘good’ actually looks like”
- “Our teams are not aligned on the approach”

Emotional Layer

- Frustration
- Decision fatigue
- Pressure to show progress

How TSIA Helps

TSIA provides:

- Proven frameworks
- Best practice guidance
- Peer insights
- Case examples
- Maturity models

TSIA helps them move from problem awareness to solution understanding.

Objections & Barriers (Messaging angle)

Objections

- “We can figure this out internally”
- “We don’t need external guidance yet”

How to Overcome

- Highlight complexity + risk of trial-and-error
- Show what high-performing companies do differently

Content That Resonates

- Playbooks
- Guides
- Case studies
- Research deep dives
- Benchmark reports
- Webinars
- Solution frameworks

Examples:

- “How Leading Companies Scale Customer Success”
- “A Framework for Monetizing Services”
- “The Technology Provider Growth Model Explained”

Content Depth

Level 2: Consideration (MoFU)

Content Type

- Frameworks
- Playbooks
- Webinars
- Case examples

Depth

- “How to”

- Structured thinking
- Practical guidance

How We Should Talk to Them

Tone:

- **Practical**
- **Strategic**
- **Advisory**

Voice style:

- Focus on solutions and frameworks
- Show proof and examples
- Position TSIA as trusted advisors

Example tone:

“Leading technology companies are shifting from reactive support to proactive success models. Here’s the framework TSIA members use to scale customer success.”

Bottom-of-Funnel Prospects

3. Bottom-of-Funnel Prospects

(Organizations evaluating TSIA as a partner.)

What They Care About

- Proving ROI
- Understanding how TSIA engagement works
- What membership includes
- How quickly they can get value

They are asking:

- “Why TSIA?”
- “What do members get?”
- “How will this help my business?”

Core Reality: They need confidence in a decision.

Pain Points

Core Reality: They need confidence in a decision.

- “We need to prove ROI before committing”
- “We can’t afford to choose the wrong partner”
- “We need results quickly”
- “We need leadership buy-in”
- “We’ve already wasted time on ineffective approaches”

Emotional Layer

- Risk aversion
- Urgency
- Accountability

How TSIA Helps

TSIA provides:

- Direct advisory
- Benchmarking
- Member-exclusive research
- Industry community

- Tools like the Performance Optimizer

TSIA helps them accelerate transformation and improve performance.

Objections & Barriers (Messaging angle)

Objections

- “This is expensive”
- “How is this different from consulting?”
- “Will this actually work for us?”

How to Overcome

- Lead with ROI + outcomes
- Differentiate: research-backed, not opinion-based
- Use specific success stories + benchmarks

Content That Resonates

- Member success stories
- ROI stories
- Membership guides
- Research access previews
- Advisory examples

Examples:

- “How a Global Tech Company Increased Services Profitability by 30%” (We don’t currently do this)
- “What TSIA Membership Includes”
- “How TSIA Members Use Benchmarking to Improve Performance”

Content Depth

Level 3: Decision (BOFU)

Content Type

- ROI stories
- Member success
- Solution overviews
- Advisory previews

Depth

- Outcomes
- Proof
- Differentiation

How We Should Talk to Them

Tone:

- **Confident**
- **Outcome-focused**
- **Proof-driven**

Voice style:

- Emphasize value and results
- Provide clear examples
- Reduce risk and uncertainty

Example tone:

“TSIA members gain direct access to the research, benchmarks, and advisory services used by the world’s leading technology companies.”

Freemium Users

4. Freemium Users

(Have created an account but are not paying members.)

What They Care About

- Extracting value from free content
- Learning from TSIA insights
- Determining if membership is worth it

They are asking:

- *“What am I missing?”*
- *“Is membership worth it?”*

Pain Points

Core Reality: They see value—but not enough to justify paying yet.

- “I get some value already—why upgrade?”
- “I’m not sure what I’m missing”
- “I don’t have budget yet”
- “I need to prove value internally before upgrading”
- “This feels like ‘nice to have,’ not essential”

Emotional Layer

- Curiosity
- Skepticism
- Cost sensitivity

How TSIA Helps

TSIA provides:

- Free research insights
- Limited data
- Content previews

TSIA helps them experience the value of TSIA thinking.

Content That Resonates

- Premium content previews
- Research highlights
- Statistics blogs
- Benchmark insights
- Conference clips

Examples:

- “3 Insights from TSIA’s Latest Benchmark Data”
- “What Top Customer Success Leaders Are Doing Differently”

Content Depth

Level 4: Conversion Bridge (Freemium)

Content Type

- Teasers
- Partial reports
- Highlight stats
- Gated insights

Depth

- Enough to show value
- Not enough to fully solve

Key Strategy

Show the insight, gate the application

Objections & Barriers (Messaging angle)

Objections

- “Free content is enough”
- “I don’t have budget”

How to Overcome

- Show what’s missing (depth, benchmarks, advisory)
- Position upgrade as unlocking performance, not just content

How We Should Talk to Them

Tone:

- **Helpful**
- **Value-driven**
- **Invitational**

Voice style:

- Show what they gain with membership
- Avoid hard selling
- Emphasize insight and expertise

Example tone:

“TSIA members get access to the full dataset behind this research and personalized benchmarking insights.”

Members

5. Members

(Organizations paying for TSIA membership or services.)

What They Care About

- Improving performance
- Accessing actionable research
- Solving real operational challenges
- Networking with peers
- Maximizing membership value

They are asking:

- *“How do I apply this?”*
- *“How do I improve my metrics?”*
- *“What should we do next?”*
- *“What’s more can TSIA do for me”*

Pain Points

Core Reality: They need to justify and maximize their investment.

- “How do we apply this research to our business?”
- “How do we improve our actual metrics?”
- “How do we operationalize these insights?”
- “Are we fully using what we’re paying for?”
- “How do we show internal ROI from TSIA?”

Emotional Layer

- Accountability
- Expectation of value
- Desire for results

How TSIA Helps

TSIA provides:

- Deep research
- Advisory services
- Benchmarking
- Tools and frameworks

- Peer community

TSIA helps them execute best practices and improve outcomes.

Objections & Barriers (Messaging angle)

Objections

- “We’re not using this enon’t see direct impact yough”
- “I det”

How to Overcome

- Reinforce use cases + wins
- Provide clear ‘how to apply’ guidance
- Highlight peer success

Content That Resonates

- Deep research
- Tactical playbooks
- Benchmark reports
- Workshops
- Member-exclusive webinars
- Advisory content

Examples:

- “Improving Customer Success Gross Margin”
- “Operationalizing AI in Support Organizations”
- “TSIA Benchmark Insights”

Content Depth

Level 5: Full Value (Members)

Content Type

- Full research
- Benchmark data
- Advisory
- Tools
- Deep dives

Depth

- Complete solutions
- Actionable execution
- Ongoing guidance

How We Should Talk to Them

Tone:

- **Peer-to-peer**
- **Expert**
- **Action-oriented**

Voice style:

- Assume industry knowledge
- Focus on execution
- Provide data-backed recommendations

Example tone:

“According to TSIA benchmark data, top-performing support organizations resolve 65% of cases through digital channels. Here’s how members are achieving that.”