

THEIR SUCESS IS MY SUCCESS

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- Empowers the People that Empowers the World
(500+ CUSTOMERS, SAAS + HARDWARE, 20%)

WHAT TEAM DO YOU HAVE?

- 30+ CS PROFESSIONALS
- AMERICAS + EMEA CSMs
 - DIGITAL CS
 - CS OPS
- USER ENGAGEMENT & KNOWLEDGE MGMT



REACTIVE

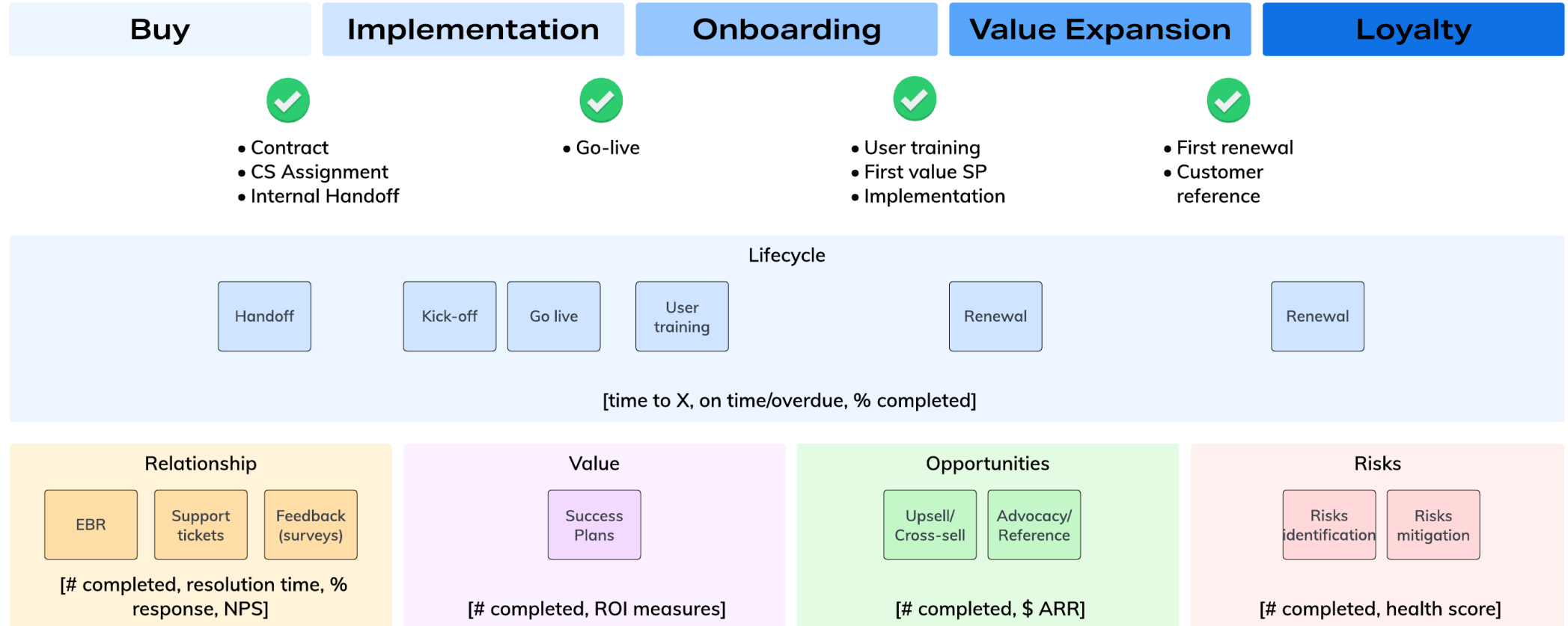


PROACTIVE









WHERE DO I START?

CUSTOMER JOURNEY









A THIN LAYER ACROSS ALL COMPONENTS

There are 6 essential things you need to scale Customer Success:

-  1- Standard Customer Outcomes
-  2- Defined use cases (jobs to be done)
-  3- Action triggers based on usage and customer value
-  4- Educational content related to the use cases
-  5- Omnichannel distribution for content
-  6- Measure of Value and ROI

If you remove any of these from the equation, you break the system.

-  No outcomes, no clear understanding of success
-  No use cases, no tangible connection between the product and the vision
-  No action triggers, no way to proactively respond to risks and opportunities
-  No educational content, no way to enable customers
-  No omnichannel distribution, no reach
-  No measure of value, no clear ROI

DO I NEED TOOLS?

CS MGMT

(REACTIVE -> PROACTIVE)

DIGITAL CS

(HIGH-TOUCH ADMIN ->SCALABILITY)



Q&A?

Thanks!

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Power Factors