

CUSTOMER SUCCESS

MANAGING THE CUSTOMER EXPERIENCE FOR LOYALTY AND PROFIT

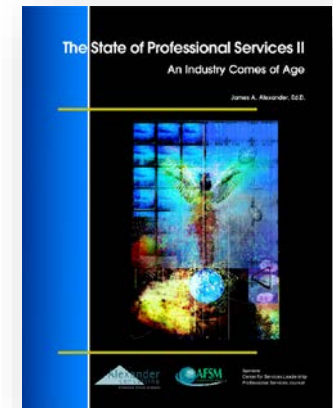
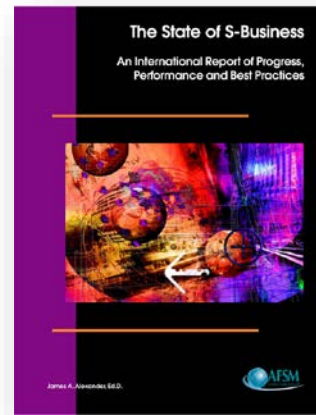
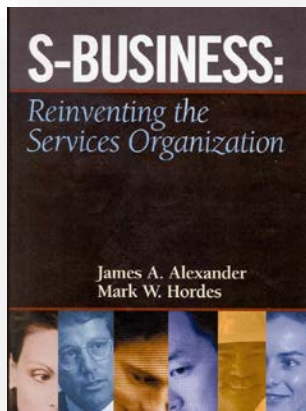
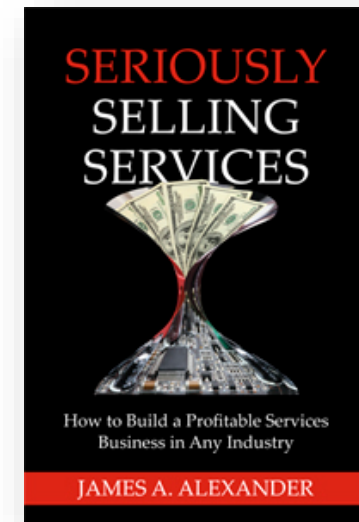
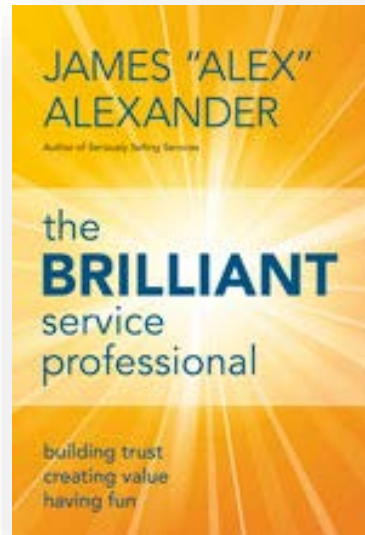
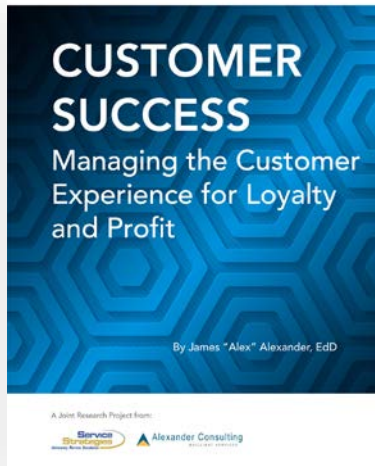


By James “Alex” Alexander

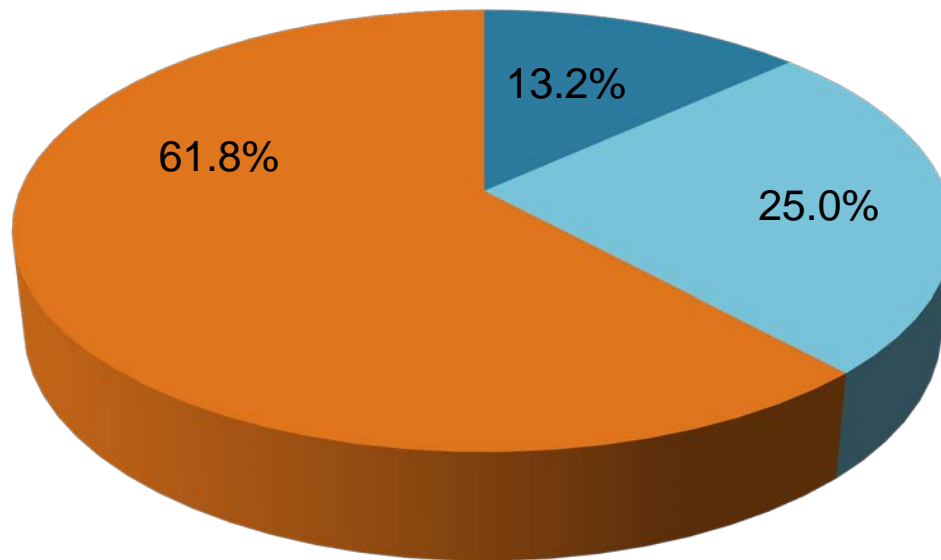
ABOUT SERVICE STRATEGIES

- A global *Service Improvement Company* focused on the technology services marketplace.
- Offerings include consulting, training, standards.
- Standards and certification programs for:
 - Professional Services Organizations
 - Technical Support Organizations
 - Field Service Organizations
 - E-Service
- Career development and training programs for professionals working in the service organization.

RESEARCHED BASED...FIELD PROVEN

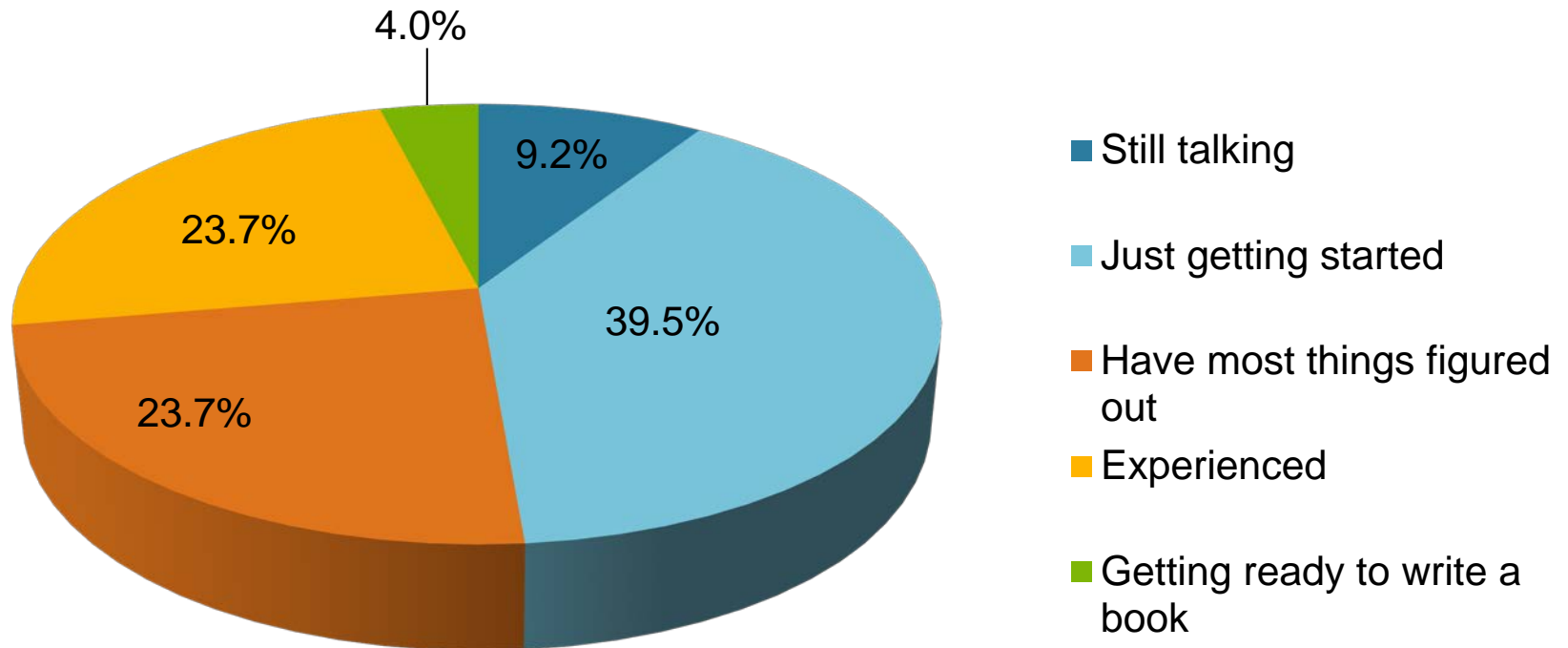


WHAT BEST DESCRIBES YOUR COMPANY?



- Pure off-premise, cloud-based subscription business
- Traditional on-premise, licensee-based company
- Blend: both traditional and cloud

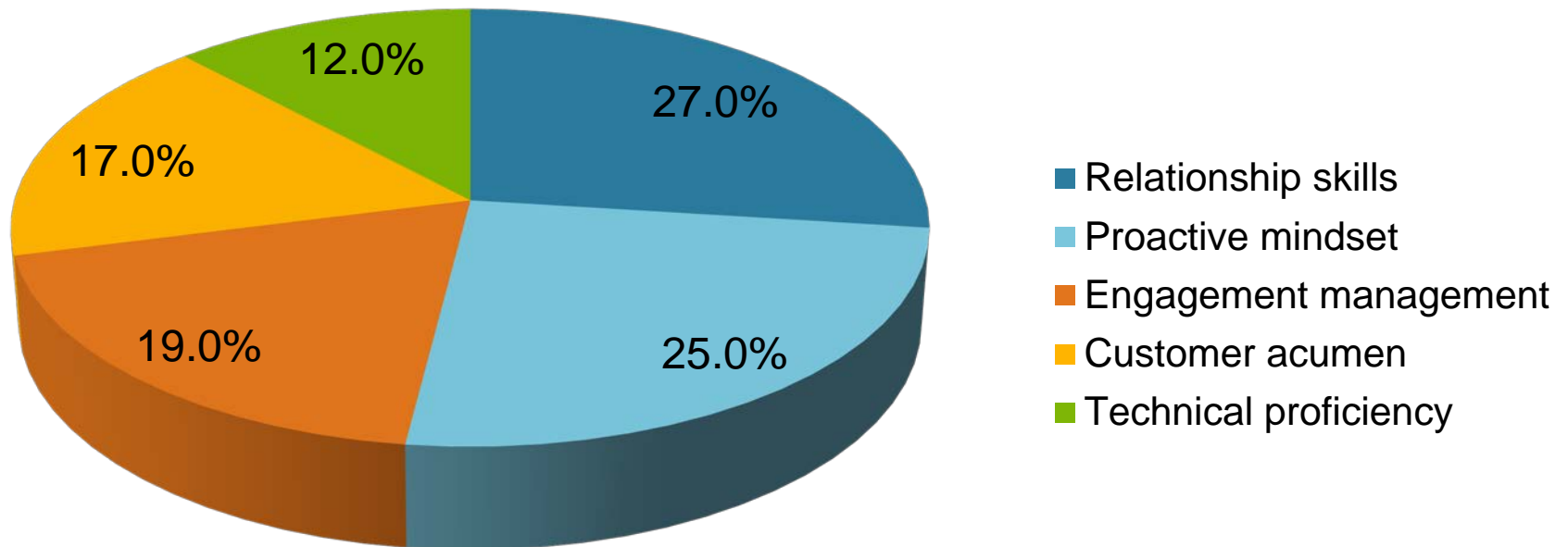
WHERE ARE YOU ON THE CUSTOMER SUCCESS MANAGEMENT JOURNEY?



WHAT ARE THE THREE MOST IMPORTANT CAPABILITIES REQUIRED OF THE CUSTOMER SUCCESS MANAGEMENT TEAM?



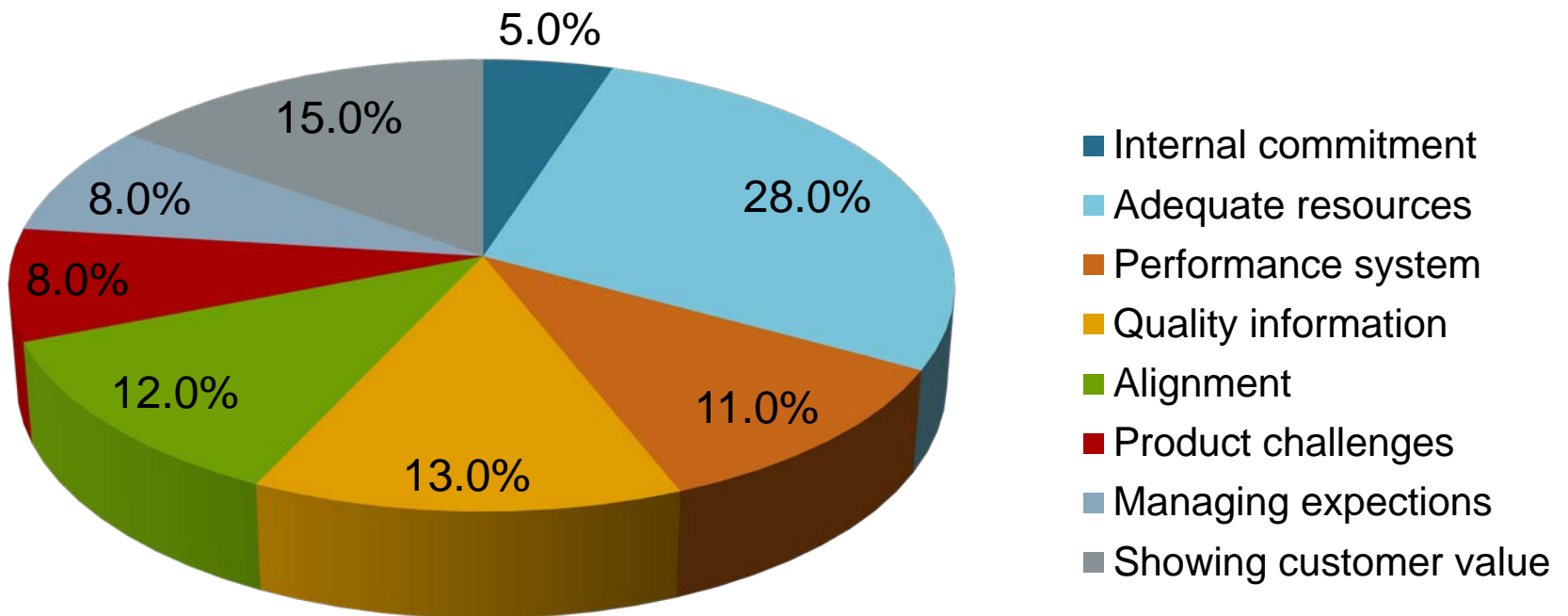
MOST IMPORTANT CAPABILITIES REQUIRED OF THE CUSTOMER SUCCESS MANAGEMENT TEAM



WHAT ARE THE THREE MOST IMPORTANT CUSTOMER SUCCESS CHALLENGES?



THE MOST IMPORTANT CUSTOMER SUCCESS CHALLENGES



MAJOR FINDINGS

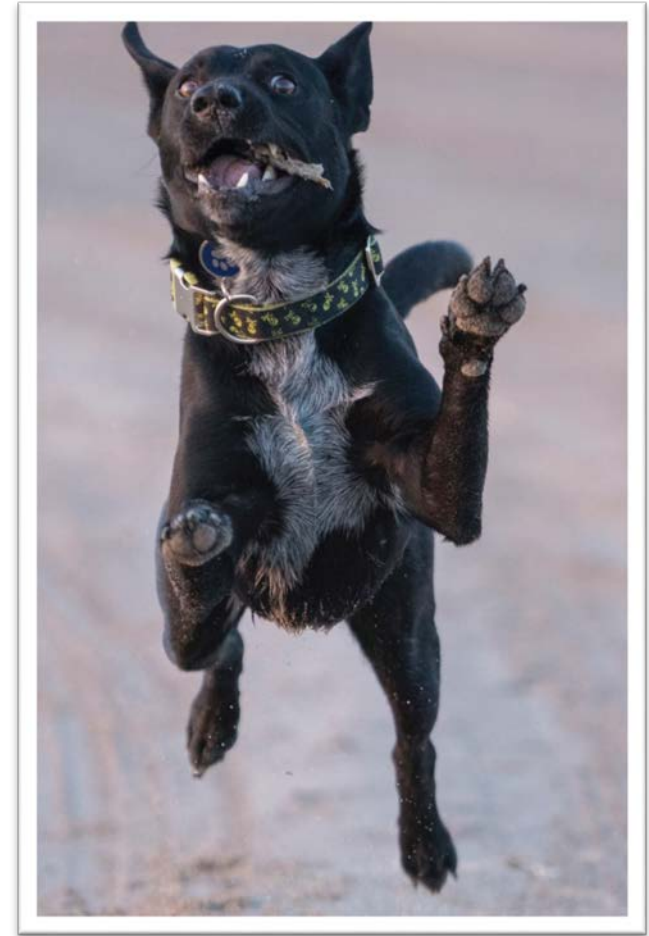
- There is a mish-mash of both maturity and approaches to customer success—different definitions, goals, issues, processes, and metrics.
- Customer success impacts all functions and most all personnel in the organization; hence, its implementation requires all the attention of major organization change.
- Many attempting a customer success model are unprepared for the change (especially related to culture) and, hence, face failure.
- A high percentage of study participants had issues concerning the quality of the information they had, compared to what they felt they needed.
- Many questioned whether they had the correct talent to deliver customer success consistently.

MAJOR FINDINGS (continued)

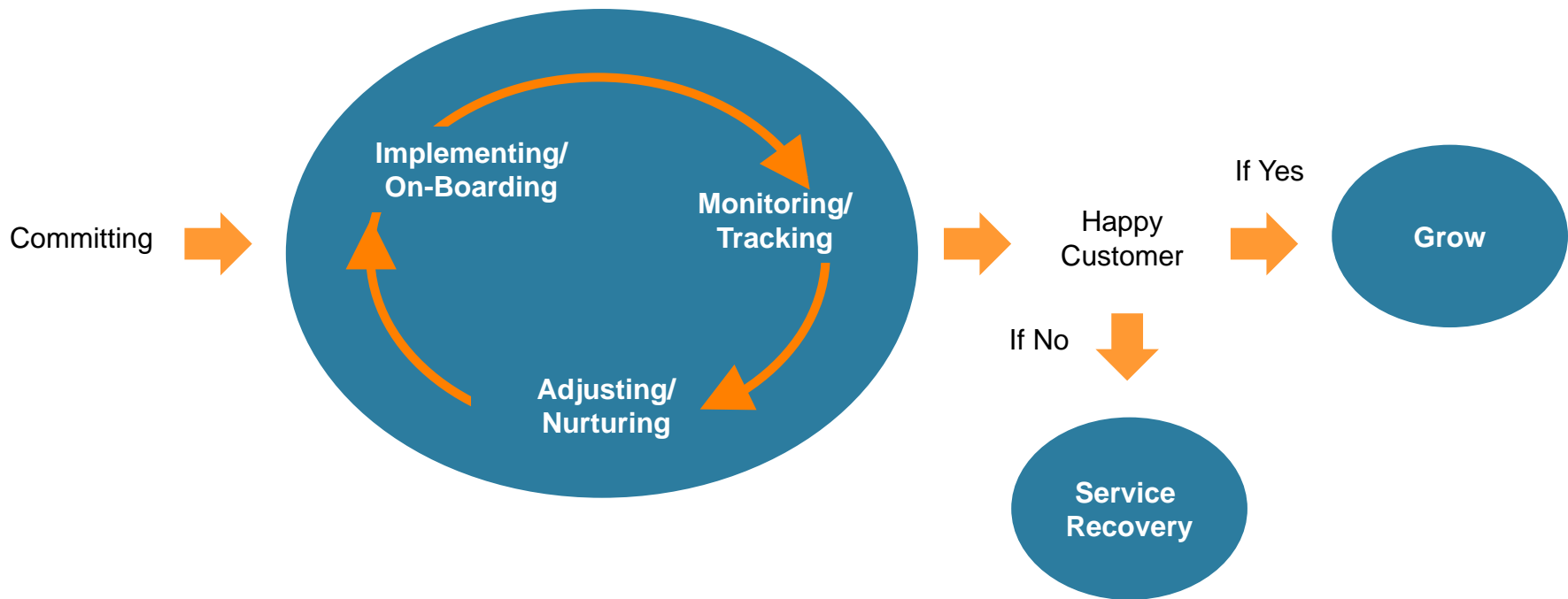
- In many organizations, there are role and responsibility disconnects that add waste and confusion.
- The requirements of the frontline personnel team involved in delivering customer success are the same for both traditional and cloud-based organizations.
- Most aspects of brilliant customer success management are the same across business models, however, in the subscription model...

WHAT'S DIFFERENT ABOUT A RECURRING REVENUE BUSINESS?

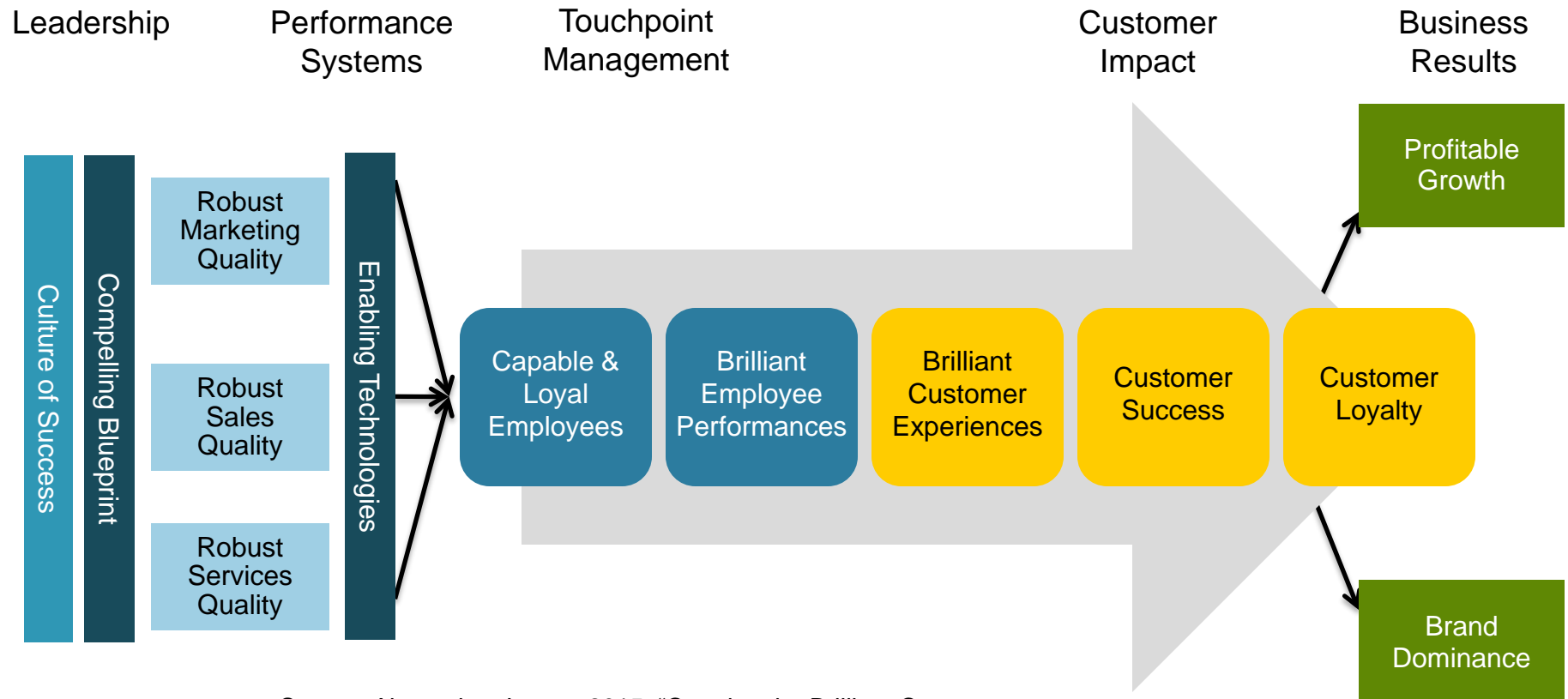
- Investment.
- Account players are sometimes different.
- Switching costs.
- Perceived importance.
- **A need for speed.**



DELIVERING ON THE PROMISE



BRILLIANT CUSTOMER SUCCESS MANAGEMENT PERFORMANCE CHAIN



Source: Alexander, James. 2015. "Creating the Brilliant Customer Experience – Part One: The Brilliant Performance Chain."

CUSTOMER SUCCESS RECOMMENDATIONS

- There are lots of moving parts: Take a holistic approach.
- For traditional organizations transitioning to customer success management, recognize and address the significant change required.
- Start with an assessment: Tomorrow's potential and today's readiness.
- Get the big dogs off the porch--link executive compensation to customer success management performance.
- Invest in the very best technology available—the return on investment is huge.
- Let touchpoint management guide your action during all moments of truth.
- Train all members of the customer success team together on the same core skills. Yet, clearly define the handoffs between each step and who has responsibility.
- Measure the metrics that matter most: retention, growth, customer/employee loyalty, CX, and time to value.

Q & A



DOWNLOAD YOUR COMPLIMENTARY COPY OF THE
CUSTOMER SUCCESS STUDY HERE:

<http://servicestrategies.com/customer-success-research-report/>

Questions about the study? Contact Alex:

alex@alexanderstrategists.com

239-671-0740

Questions about customer success
consulting or training? Contact Troy:

tbrinza@servicestrategies.com

858-674-6791

