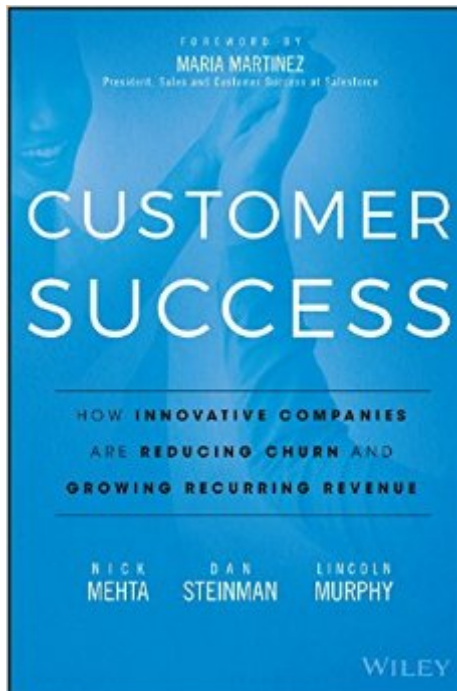


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Customer Success: How Innovative Companies Are Reducing Churn And Growing Recurring Revenue



Synopsis

Your business success is now forever linked to the success of your customers. Customer Success is the groundbreaking guide to the exciting new model of customer management. Business relationships are fundamentally changing. In the world B.C. (Before Cloud), companies could focus totally on sales and marketing because customers were often 'stuck' after purchasing. Therefore, all of the 'post-sale' experience was a cost center in most companies. In the world A.B. (After Benioff), with granular per-year, per-month or per-use pricing models, cloud deployments and many competitive options, customers now have the power. As such, B2B vendors must deliver success for their clients to achieve success for their own businesses. Customer success teams are being created in companies to quarterback the customer lifecycle and drive adoption, renewals, up-sell and advocacy. The Customer Success philosophy is invading the boardroom and impacting the way CEOs think about their business. Today, Customer Success is the hottest B2B movement since the advent of the subscription business model, and this book is the one-of-a-kind guide that shows you how to make it work in your company. From the initial planning stages through execution, you'll have expert guidance to help you: Understand the context that led to the start of the Customer Success movement Build a Customer Success strategy proven by the most competitive companies in the world Implement an action plan for structuring the Customer Success organization, tiering your customers, and developing the right cross-functional playbooks Customers want products that help them achieve their own business outcomes. By enabling your customers to realize value in your products, you're protecting recurring revenue and creating a customer for life. Customer Success shows you how to kick start your customer-centric revolution, and make it stick for the long term.

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Customer Reviews

Customer Success has become the industry buzzword du jour. In many cases, large corporations are simply renaming their Account Management function; in other cases companies are hiring a Customer Success Manager and assuming "job done." In reality, customer success is an evolving discipline and no one has all the answers - and even if they did, things are changing so rapidly that today's best practice may become tomorrow's failure. This book is a good introduction to many of the core concepts of customer success, and why understanding what success means for your customer is essential to remaining competitive in today's subscription economy. The book has a few major gaps. First of all, segmentation is purely on size of customer organization / size of revenue from first sale; it doesn't address the fact that you might be serving multiple quite different customer types all of whom are in the "long tail." Additionally the book doesn't recognize that there might be several different actors in the play. Success for the call center manager might be "getting this new product installed and running within 90 days" whereas success for the call center director might be "reducing staffing costs by 5% while improving time-to-answer by 10%." You have to know your customers at a reasonable level of detail in order to know what metrics matter to which of them, and why. But these points aside, the book does a good job of introducing the concepts of measuring success by definable metrics, keeping constant watch on those metrics, and ensuring that every part of the organization understands that making things as easy as possible for the customer is key to survival in today's world.

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