

EXECUTION

PEOPLE

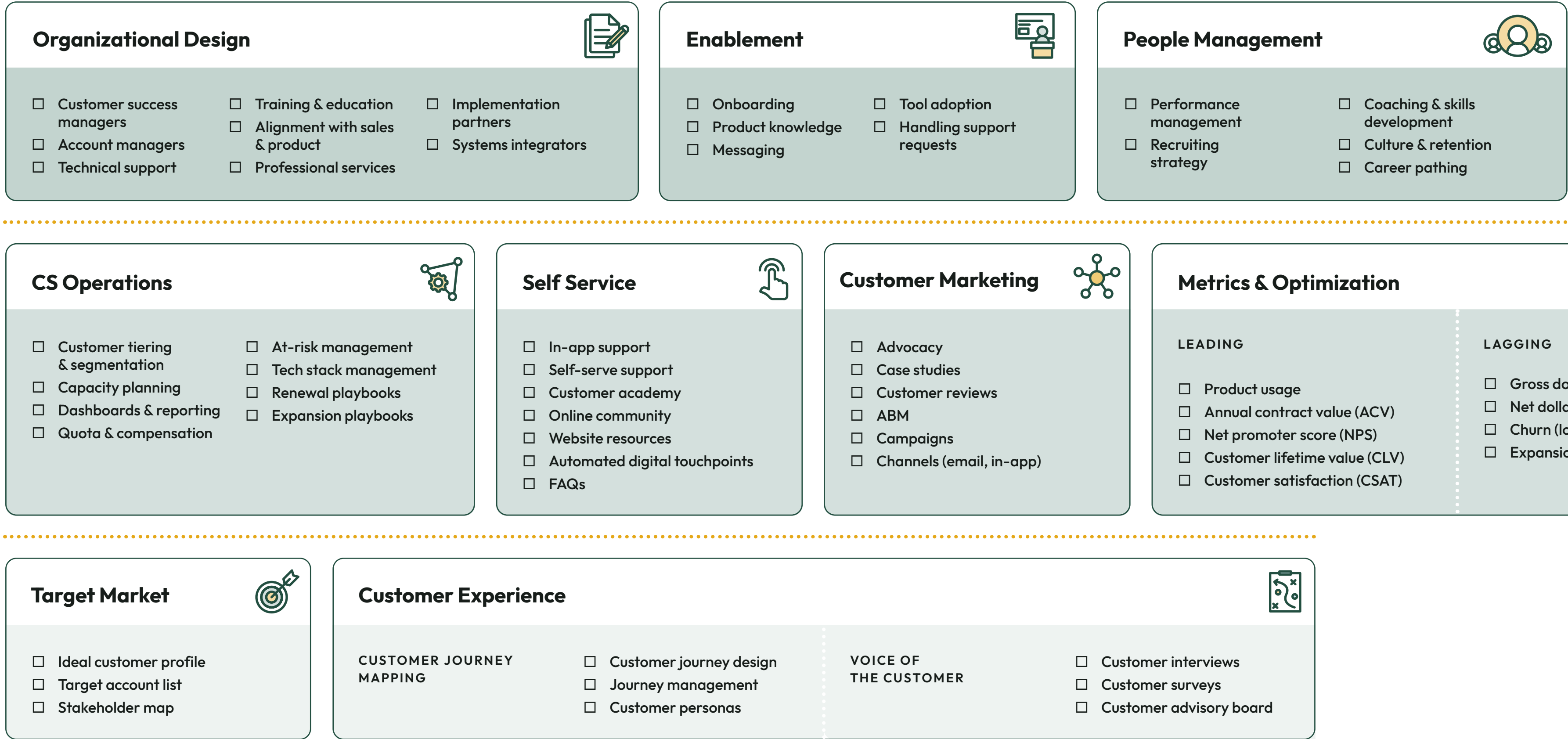
OPERATIONS

STRATEGY

Process					
	ONBOARDING	ADOPTION	RENEWAL	EXPANSION	ADVOCACY
CS ACTIVITIES	<ul style="list-style-type: none">Sales-to-CS handoffImplementation planNew user trainingIn-app hand holding	<ul style="list-style-type: none">Proactive issue identificationCase resolutionProduct feedbackCertifications	<ul style="list-style-type: none">Account success planQuarterly business reviewRenewal scoping	<ul style="list-style-type: none">Customer org chart mappingAccount based marketingCSQOOpportunity support	<ul style="list-style-type: none">Customer advisory boardDemonstrate customer ROICustomer appreciation programsProspect events
CUSTOMER SIGNALS	<ul style="list-style-type: none">Time-to-value (TTV)Customer effort score (CES)Professional services	<ul style="list-style-type: none">Monthly active users (MAUs)Volume of usersFeature adoption	<ul style="list-style-type: none">Stakeholder engagementProduct instability (bugs)Time to case resolution	<ul style="list-style-type: none">Usage overageBeta participationUse case exploration	<ul style="list-style-type: none">ReferencesCase studiesReviews

Customer Success Framework

The Customer Success Framework provides an overview of the key elements for designing and managing an effective customer success organization.



SCALE