CS DISASTERS
AND HOW TO AVOID THEM

NOTES FROM LIVE WEBINAR

1. To prevent Customer success disaster, buy-in should happen on its own.

2. Always give and take to avoid the disaster in customer success and also align to the key metrics.

3. Biggest disaster in CS disaster is CS leadership connecting to financial priorities.

4. CSO has to operate with a strategic function and can not operate in Silo.

5. C- suite level should define and have clarity towards mission and vision of the organization.

6. What is the outcome should be evaluated to avoid lack of planning.

7. Someone should be a subject matter expert of Customer's organization.

8. What kind of environment is needed, whether it's revenue driven or retention - find the right environment.

9. Consistency is the key to avoid many disasters.

10. Training is key to developing expertise and bringing in new people.

11. Technology plays a critical role in avoiding disaster, always find the right tool to use.

PRACTICAL CSM
MAKING CUSTOMER SUCCESS SIMPLE

Smart Karrot

PIE