



3 reasons why you DON'T need a customer success team.

You don't need a customer success team.

Or, at least, not like you think you do.

I'll explain.

Yes, you still have customers to take care of. But you don't need a massive team of CSMs to do it, and here's why: automation can now handle the work that - in the past - only people could do.

You save millions this way.

And ... a lot of headaches, too.

I'll show you.





Reason #1.

You can 5x adoption.



Here's the truth.

Your client success team is underfunded. I get it. I'm in marketing. We feel the same way. Always.

Your feet are held to the fire. You need to renew accounts year-after-year to keep your job. And yet, your customer stakeholders just don't get on board with training; so, their users go untaught.

Yikes

That means you need great training content, and an engaged user base to hit high renewal rates. Maybe 5% of companies can say they're there. The other software companies you're familiar with are still struggling to help users with training so they keep coming back for more.

Otherwise ... you get churn.

Reason #2.

You can see at-risk accounts.

Speaking of churn, it's predictable.

That's right.

I can show you right now who is likely to churn in your customer pool. And, without a crystal ball. Ah. Technology. Isn't it amazing? Check it out.



Now, imagine this.

You walk straight up to the Chief Customer Officer and say,

“I’ve got it. I know every user who is at risk. And I’ve already got a plan for how to re-engage them in our product, so they’ll renew this year.”

... Then you show them the metrics.

Nice.

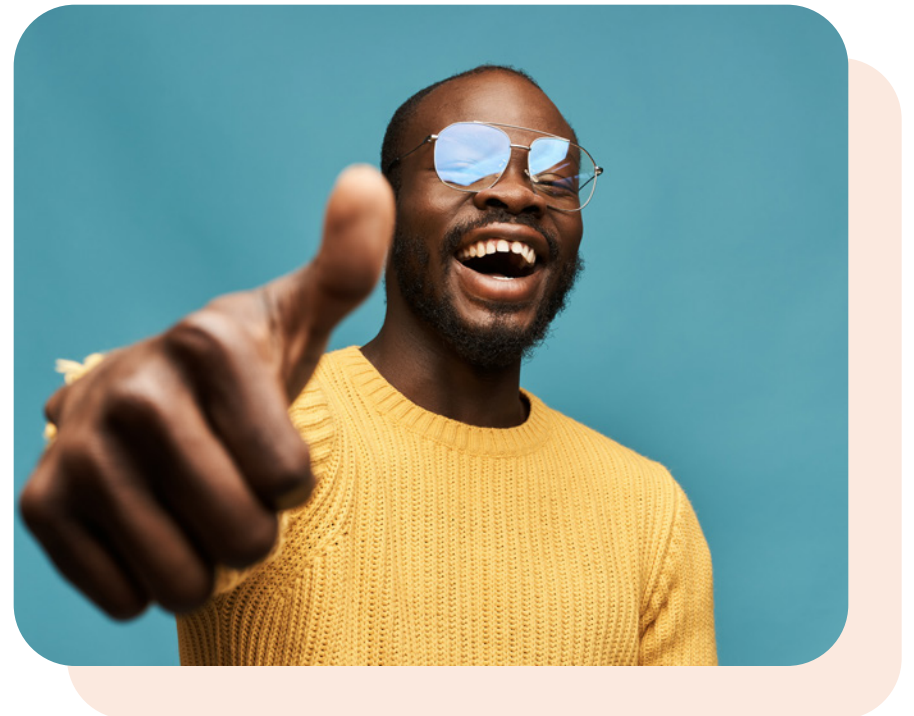
You’re the hero. Everyone wants to be you. Why? Because you can see at-risk accounts and fix them before anyone else even knew there was a problem. That’s what a customer training platform does.

It’s powerful.

And it’s expertly built to reach every user (even unengaged ones) so you can train them, excite them and keep them — for the long haul. No one else can do it like this.

So now ... you can do more with less.

Which is why ...



Reason #3.

You can do more with less (people).

It's a fact.

We're in a recession.

Yes, it sucks. Prices are up and rates keep climbing. So, now you're being asked to do so much more - with so much less. No one can keep up.

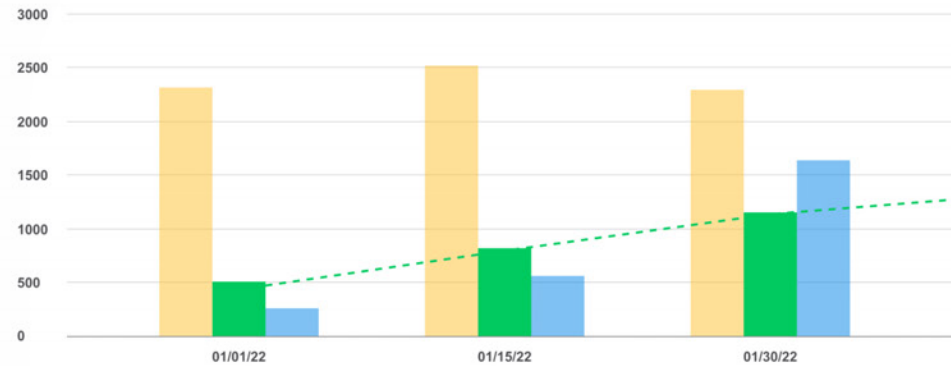
Or, can they?

You can.

I'm about to show you how.

Value Delivered

Platform Outreach Platform Interaction Software Interaction



Platform Outreach Insights

Application	Count of Events	Last Activity Date
Emails Opened	300	mm/dd/yyyy
Asset Views	200	mm/dd/yyyy
Logins	100	mm/dd/yyyy

Details

Subject Line	Open Count
I Prefer Mathew or Matt	100





Picture an easy button ... for customer success.

Now, you have a customer in need, right ... someone who's struggling to gain adoption in your platform. You've identified their sticking point in your dashboard of at-risk users.

So, you push a button, and instantly serve up relevant content straight to your account stakeholder's inbox. It's perfectly designed to deliver her instant value and share valuable

insights on her end users. That means you re-engage her before it's too late. Hello, customer renewal, it's nice to see you again.

You did nothing ...

Except press a button. She drove everything else. Using her new knowledge to target specific, high-value user behavior change. When you put customer stakeholders in charge of user adoption — you do more with less. You get a renewal, without effort. All ROI. No pain.

That's an easy button.

Want to see the nation's best customer success platform, in action?

Try it now