

Customer Success

Do you know your clients?

The best experience is with those we know well

Do you know if your clients would recommend you?

What is your NPS?

Are your clients also your ambassadors?

Do you know what your clients expect?

What are their priorities?

Do you walk the talk?

Often companies say they can and do a lot of things,
but is that really the truth?

Chances are you are putting out a lot of fires

You are probably more **reactive** instead of **proactive**
It could be even better, you could be **realtime**

Do you work in alignment

You probably have no data, no standards and no uniform processes

Delivering a project is hard

Different agendas, no uniform processes, no standards

Have you got a support structure

SLA customers have higher expectations

Chances are you do a lot of free support

You probably put out a lot of fires because no support was given

No unified processes or standards for support

Sales is hard

No history, no data, no products

Selling to an unsatisfied customer is not easy (or fun)

By 2016 the battle will be on Customer Experience

A recent Gartner survey found that, **by 2016**,
89% of companies expect to **compete** mostly on the
basis of **customer experience**

To become the best...

**And only have happy and
engaging customers...**

And to earn more money...

You need to

Walk the talk

You need to

Evaluate, learn and improve

You need to

Stop the need for putting out fires

You need to

Destroy silos

You need to

Make sales easy

You need to

Have everyone work together using the same standards

You need to

Be even better than proactive - be realtime

You need to

Know your clients

**Customer success should be your
number one value!**

You need someone in charge

You need a **customer success manager**

In charge of

Implementing structure

In charge of

Improving processes

In charge of

A support system

In charge of

On-boarding

In charge of

Creating better and uniform tools

In charge of

Being the clients voice in the company

In charge of

Overlooking the entire customer life cycle

Successful customers will enable you to increase profit

Successful and happy customers become **advocates**

Successful and happy customers lead to happy and **motivated employees**

Combined it lead to **increased sales**

**Your company need a
customer success manager**

Thank you for reading

Rasmus Frey / +45 3115 4525 / rasmus@artz.dk