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| Nota di contenuto | Chapter 1: The Customer Success Center of Excellence -- Chapter 2: CS Business and Operational Models -- Chapter 3: Key Customer Success Workflows and Processes -- Chapter 4: Customer Onboarding: A Methodology. -- Chapter 5: Key Metrics and Beyond -- Chapter 6: Making Sense of Data -- Chapter 7: Designing for Scale -- Chapter 8: Role of CS Operations in Scaling a CS Practice -- Chapter 9: Extending CS CoE -- Chapter 10: Where are We Heading? -- Appendix A: The Evolution of Customer Service. |

Customer Success is a relatively a new discipline that focuses on maximizing customer business value and outcomes realization. Practitioners focus on customer adoption, customer experience and then positive correlation, organic growth and retention is achieved. This book will provide a practical guide for operationalizing the Customer Success function and methodologies. As we now step into the next phase of Customer Success, a phase of growth and standardization, it becomes important to start thinking about how to effectively scale this extremely important function. You'll see how to go from just offering a taste of Customer Success experience to your top customers, to offering it to all your customers, irrespective of their tier, spending, and current growth potential. As you expand the scope of Customer Success across all your customers, it becomes very important to understand how to operationalize Customer Success, how to convert the philosophies and ideas and best practices to usable operational models, and how to build a Customer Success Center of Excellence (CoE) focused on standardizing, scaling and expanding Customer Success practices and methodologies to optimize customer and company success and ROI. Scaling Customer Success will show you what kind of operational processes and workflows need to be put in place based on the stage of your company, products, customer engagement model and desired outcomes, what metrics are important to measure and how to capture those metrics. You'll also study what kinds of workflows to establish, how to effectively map and analyze results and most importantly, how to do Customer Success at scale effectively.
