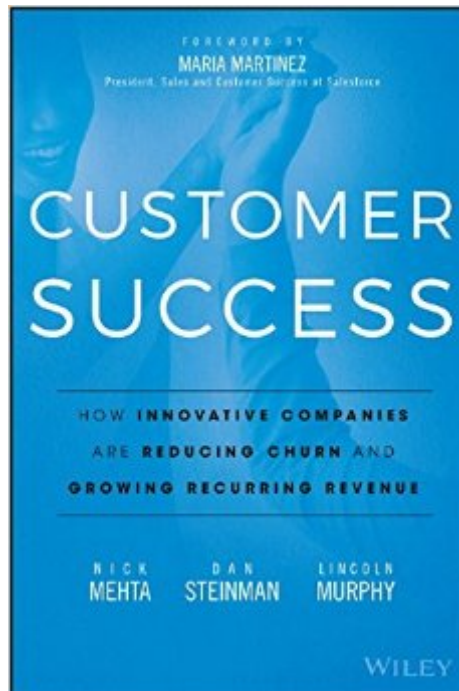


The book was found

Customer Success: How Innovative Companies Are Reducing Churn And Growing Recurring Revenue



Synopsis

Your business success is now forever linked to the success of your customers. Customer Success is the groundbreaking guide to the exciting new model of customer management. Business relationships are fundamentally changing. In the world B.C. (Before Cloud), companies could focus totally on sales and marketing because customers were often 'stuck' after purchasing. Therefore, all of the 'post-sale' experience was a cost center in most companies. In the world A.B. (After Benioff), with granular per-year, per-month or per-use pricing models, cloud deployments and many competitive options, customers now have the power. As such, B2B vendors must deliver success for their clients to achieve success for their own businesses. Customer success teams are being created in companies to quarterback the customer lifecycle and drive adoption, renewals, up-sell and advocacy. The Customer Success philosophy is invading the boardroom and impacting the way CEOs think about their business. Today, Customer Success is the hottest B2B movement since the advent of the subscription business model, and this book is the one-of-a-kind guide that shows you how to make it work in your company. From the initial planning stages through execution, you'll have expert guidance to help you: Understand the context that led to the start of the Customer Success movement Build a Customer Success strategy proven by the most competitive companies in the world Implement an action plan for structuring the Customer Success organization, tiering your customers, and developing the right cross-functional playbooks Customers want products that help them achieve their own business outcomes. By enabling your customers to realize value in your products, you're protecting recurring revenue and creating a customer for life. Customer Success shows you how to kick start your customer-centric revolution, and make it stick for the long term.

Book Information

Hardcover: 256 pages

Publisher: Wiley; 1 edition (February 29, 2016)

Language: English

ISBN-10: 1119167965

ISBN-13: 978-1119167969

Product Dimensions: 6.4 x 0.9 x 9.3 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars Â Â See all reviewsÂ (18 customer reviews)

Best Sellers Rank: #17,580 in Books (See Top 100 in Books) #22 inÂ Books > Business & Money

Customer Reviews

Customer Success has become the industry buzzword du jour. In many cases, large corporations are simply renaming their Account Management function; in other cases companies are hiring a Customer Success Manager and assuming "job done." In reality, customer success is an evolving discipline and no one has all the answers - and even if they did, things are changing so rapidly that today's best practice may become tomorrow's failure. This book is a good introduction to many of the core concepts of customer success, and why understanding what success means for your customer is essential to remaining competitive in today's subscription economy. The book has a few major gaps. First of all, segmentation is purely on size of customer organization / size of revenue from first sale; it doesn't address the fact that you might be serving multiple quite different customer types all of whom are in the "long tail." Additionally the book doesn't recognize that there might be several different actors in the play. Success for the call center manager might be "getting this new product installed and running within 90 days" whereas success for the call center director might be "reducing staffing costs by 5% while improving time-to-answer by 10%." You have to know your customers at a reasonable level of detail in order to know what metrics matter to which of them, and why. But these points aside, the book does a good job of introducing the concepts of measuring success by definable metrics, keeping constant watch on those metrics, and ensuring that every part of the organization understands that making things as easy as possible for the customer is key to survival in today's world.

[Download to continue reading...](#)

Customer Success: How Innovative Companies Are Reducing Churn and Growing Recurring Revenue The Membership Economy: Find Your Super Users, Master the Forever Transaction, and Build Recurring Revenue Customer Service: Career Success Through Customer Loyalty (6th Edition) Growing Marijuana: Box Set: Growing Marijuana for Beginners & Advanced Marijuana Growing Techniques The Ocean of Churn: How the Indian Ocean Shaped Human History The Churn: An Expanse Novella Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless: How to Make Customers Love You, Keep Them Coming Back and Tell Everyone They Know Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine The Customer Service Survival Kit: What to Say to Defuse Even the Worst Customer Situations The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level Subscribe Me: Making,

Marketing & Monetizing Online Digital Content with Membership Sites, Online Courses and Recurring Subscriptions The Ultimate Question 2.0 (Revised and Expanded Edition): How Net Promoter Companies Thrive in a Customer-Driven World Brand Real: How Smart Companies Live Their Brand Promise and Inspire Fierce Customer Loyalty The Ultimate Question 2.0 (Revised and Expanded Edition): How Net Promoter Companies Thrive in a Customer-Driven World (Your Coach in a Box) Is Menstruation Necessary? Wherein it is shown that recurring crises of menstruation is a pathological not a healthful condition The Recurring Dream (Southwestern & Mexican Photography Series, the Wittliff Coll) The Valuation of Financial Companies: Tools and Techniques to Measure the Value of Banks, Insurance Companies and Other Financial Institutions (The Wiley Finance Series) Offshore Companies: How To Register Tax-Free Companies in High-Tax Countries LLC: Quickstart Beginner's Guide to Limited Liability Companies (LLC Taxes, Limited Liability Companies Guide) Will Bonsall's Essential Guide to Radical, Self-Reliant Gardening: Innovative Techniques for Growing Vegetables, Grains, and Perennial Food Crops with Minimal Fossil Fuel and Animal Inputs

[Dmca](#)