

Scale your Customer Success program to increase customer value and maximize revenue

Customer Success Managed Services

Customer Success Management (CSM) is critical to accelerating growth in the Anything-as-a-service industry. It can also increase renewal rates, generate cross-sell and upsell revenue, and optimize net revenue retention.

But scaling a Customer Success program can get costly. As the business grows, companies often end up focusing on top-tier customers, with the rest receiving low-touch automated communications.

This can lead to high levels of churn in the under-served segments, as well as missed opportunities to cross-sell and upsell to these potentially high-value customers.

10%

of revenue invested in Customer Success leads to industry-best rates of NRR.

Gainsight, Customer Success Index 2022

25-95%

profit growth can be achieved by increasing customer retention by just 5%.

Bain & Company

\$0.63

to acquire \$1 of ARR from an existing customer, compared to \$1.67 for a new one.

KeyBanc 2021 SaaS Survey

“Invest in the delivery of Customer Success via partners. This serves to increase revenue while also improving operational efficiencies.”

TSIA State of Customer Success Report 2023

What if...

...you could easily extend your Customer Success program to currently under-served customers?

...you could do it affordably, by working with a trusted, experienced and industry-proven partner?

...that partner could level up your Customer Success program to achieve new heights of success?

With **Customer Success Managed Service** from Tek Experts, **it's possible.**

About Customer Success Managed Services

Tek Experts supports the world's biggest and most respected organizations to establish or extend best-in-class Customer Success operations that drive value throughout the entire customer lifecycle.

Our experienced Customer Success Managers act as a seamless extension of your CSM team, focused on retaining and growing currently under-served customers across multiple geographies and local languages.

Your Tek Experts CSMs will mirror and augment your own CSM activities, working to your metrics and proactively advising customers on ways to maximize the value of your products.

If you don't have a Customer Success organization in place currently, we can also work with you to establish best-in-class processes and operational frameworks, and provide experienced CSMs to help you take your first steps into Customer Success Management.

How it works



We can manage the end to end customer lifecycle or augment an already scaled internal CS operation with an "a la carte" offering.



Boost financial performance

Dramatically improve performance against metrics like GRR, NRR, and cost to serve.

We'll build high-touch relationships with currently under-served customers, helping you reduce churn, increase cross-sell and upsell, and maximize NRR — all at a lower cost to serve. Your Tek Experts CSM team will improve GRR by managing at-risk accounts to prevent churn; increase NRR by improving upsell and cross-sell rates; increase revenue predictability through deep account insight, and support business growth by freeing your sales teams to focus on net new opportunities.



Maximize customer value

Enhance customer lifetime value by increasing satisfaction and loyalty in every segment.

We'll ensure your customers get maximum value from your solution over the long term, maximizing license utilization and generating long-term loyalty and advocacy. Your Tek Experts CSM team will improve license utilization by helping customers to evangelize the solution internally; accelerate value realization by helping customers make best use of your product features; and increase satisfaction and loyalty by acting as a trusted adviser to every customer.



Improve customer experience

Minimize churn and maximize loyalty by being there for every customer at every step.

We'll provide expert guidance to every customer, driving higher satisfaction and generating more reference accounts. Your Tek Experts CSM team will improve CSAT/NPS and other VoC scores by delivering a personalized, high-touch customer experience, proactively addressing any concerns via regular customer health assessments. Our powerful CX trend analytics will help to drive continuous improvement in the customer experience, further enhancing retention and loyalty.

Find out more about
**Customer Success
Managed Service** today:



visit
tek-experts.com

**Impact of our Customer Success
Managed Services on one major
global software provider:**

\$60M

incremental revenue
generated in one year

10x ROI

from investment
in Tek Experts