



# CS100SUMMIT

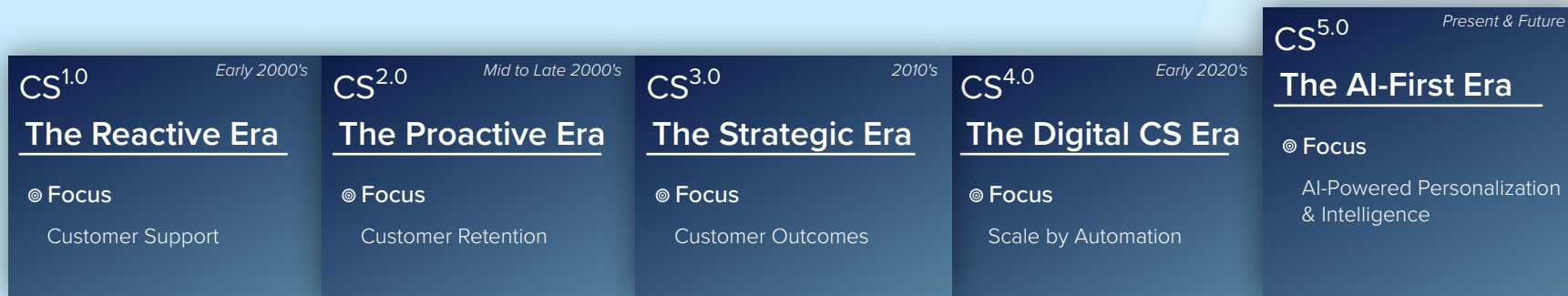
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# Customer Success 5.0

# The Evolution of Customer Success

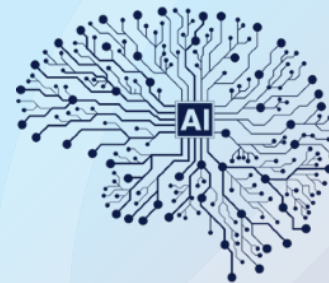


# The Evolution of Customer Success



## Customer Success 5.0 - The AI-First Era

- **Focus:** AI-Powered Personalization & Intelligence
- **Key Characteristics:**
  - AI embedded into everything and powering everything
  - AI-driven insights and automated actions
  - Extremely personalized customer journeys
  - Unified Platforms delivering Unified Experiences through Unified Teams
  - Higher expectations of delivering intelligent, personalized but profitable customer experiences
  - Customer Success measured by predictive & profitable growth





# What is a CS<sup>5.0</sup> Leader?



# AI-FIRST MENTALITY





Satya Nadella  
CEO, Microsoft

*"AI is the defining technology of our time, and we must embrace it to amplify human ingenuity. Those who adopt AI will shape the future; those who do not will be shaped by it."*



*human intelligence*

$$CS = (EQ + IQ)$$

*emotional intelligence*





$$\text{CS}^{5.0} = (\text{EQ} + \text{IQ}) * \text{AI}$$

*human intelligence*

*emotional intelligence*

*artificial intelligence*



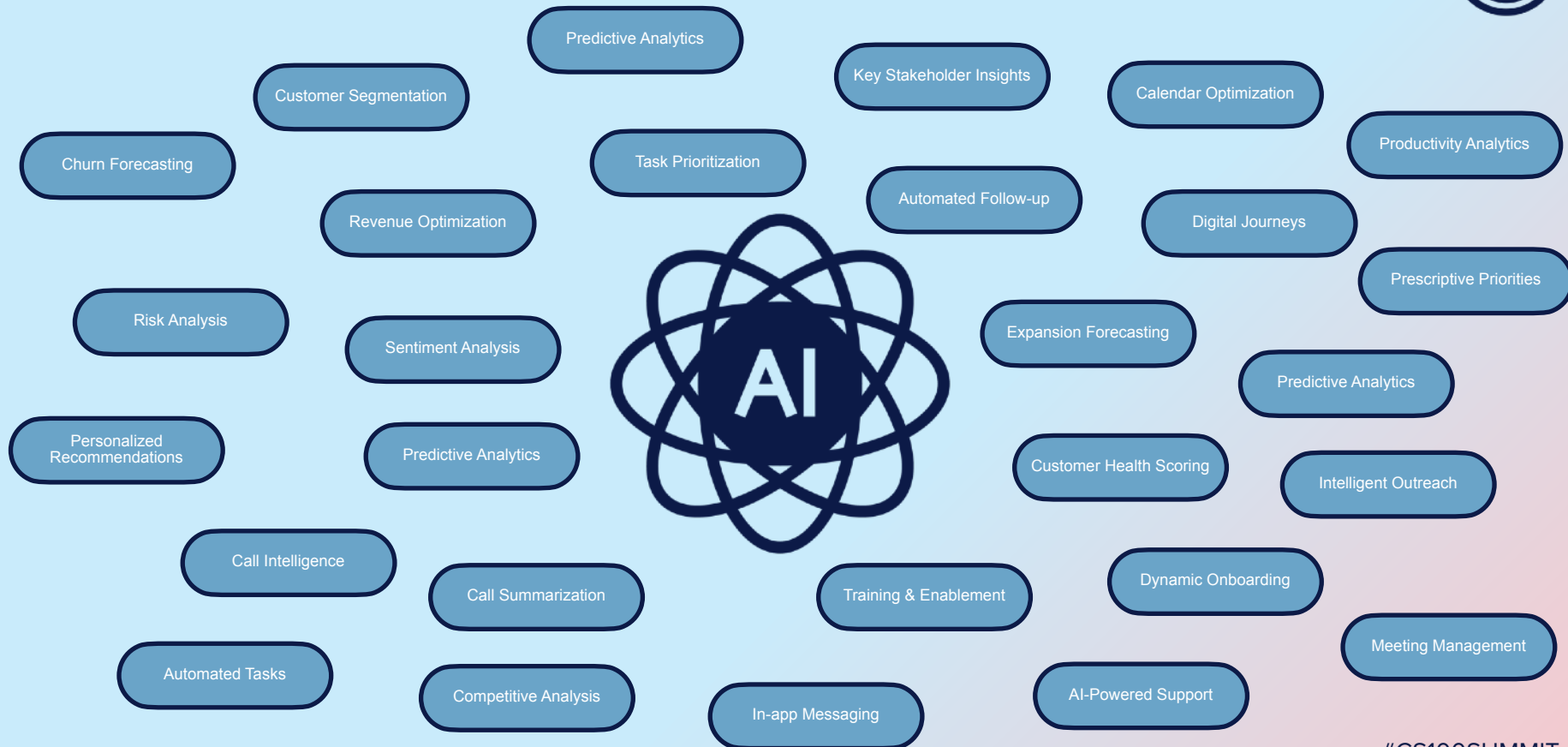
$$\text{CS}^{5.0} = (\text{the heart} + \text{the brain}) * \text{the multiplier}$$

the heart

the brain

the multiplier

# CS<sup>5.0</sup> Leaders - Embrace an AI-First Mentality





# **BUSINESS LEADERS, CS EXPERTS**











Patrick Lencioni  
Leadership Author

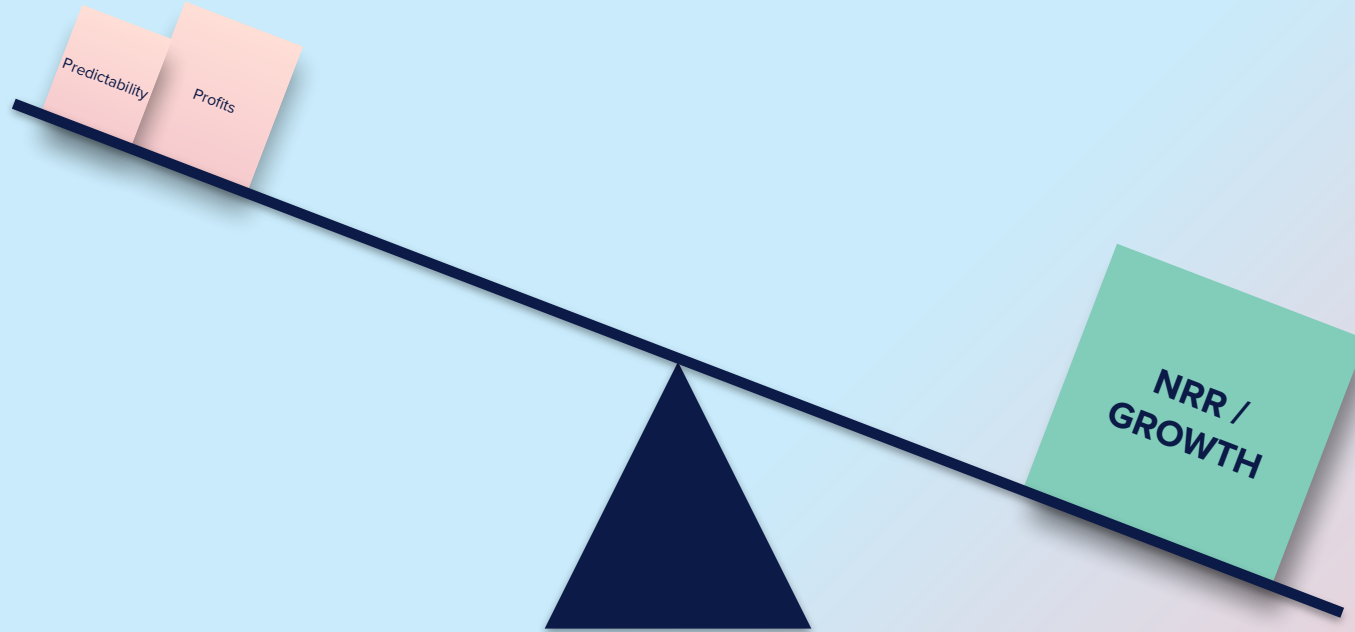
*"When leaders compartmentalize and focus only on their own team, they create silos, dysfunction, and ultimately a lack of alignment at the top. Being a part of a leadership team requires sacrifice — putting aside personal interests and even departmental interests for the good of the whole."*



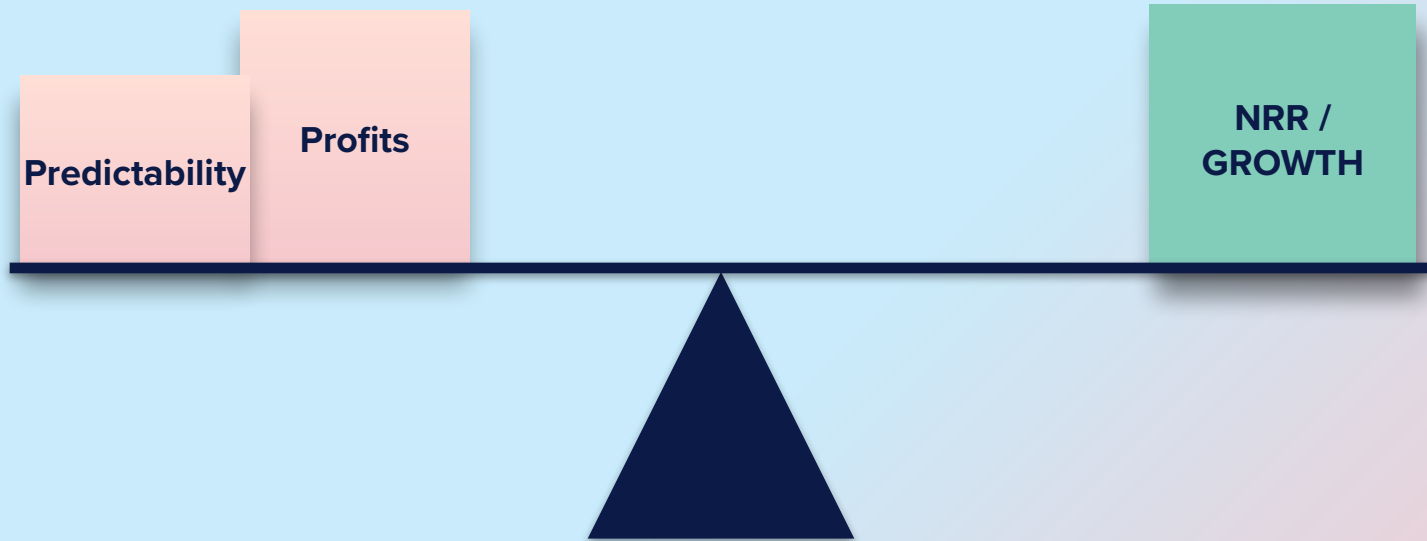
# **DRIVE PREDICTABLE & PROFITABLE GROWTH**



# CS<sup>5.0</sup> Leaders - Drive Predictable & Profitable Growth



# CS<sup>5.0</sup> Leaders - Drive Predictable & Profitable Growth





Aaron Levie  
CEO, Box

*"Growth and efficiency don't have to be at odds. The best SaaS companies scale their business with a focus on customer success and operational discipline."*



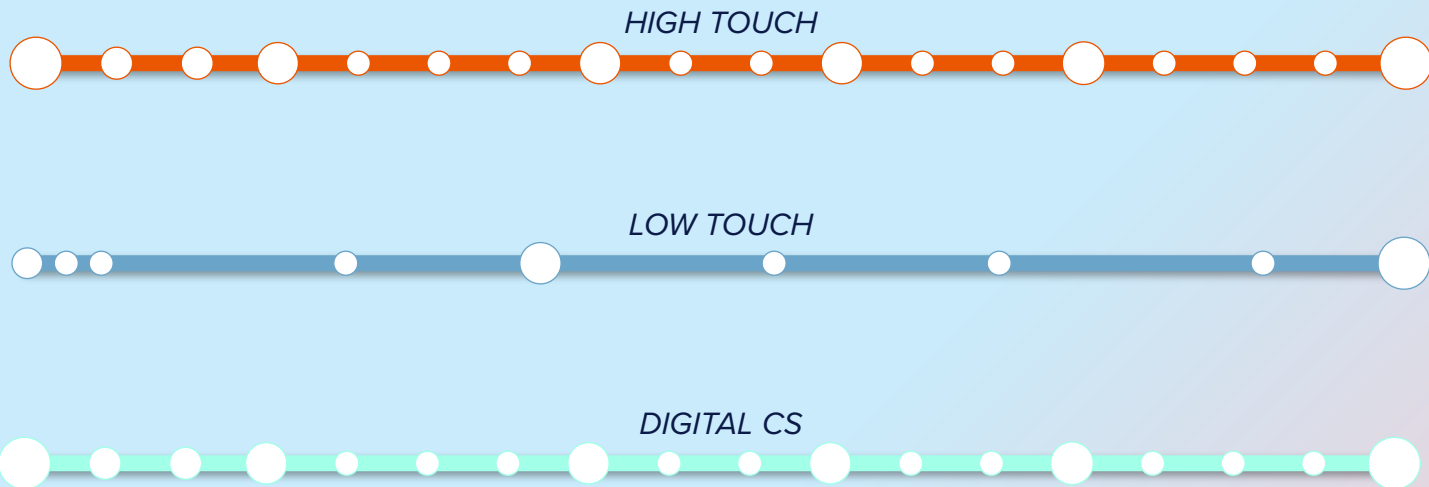
# **FOCUS ON CUSTOMER-CENTRIC INNOVATION**



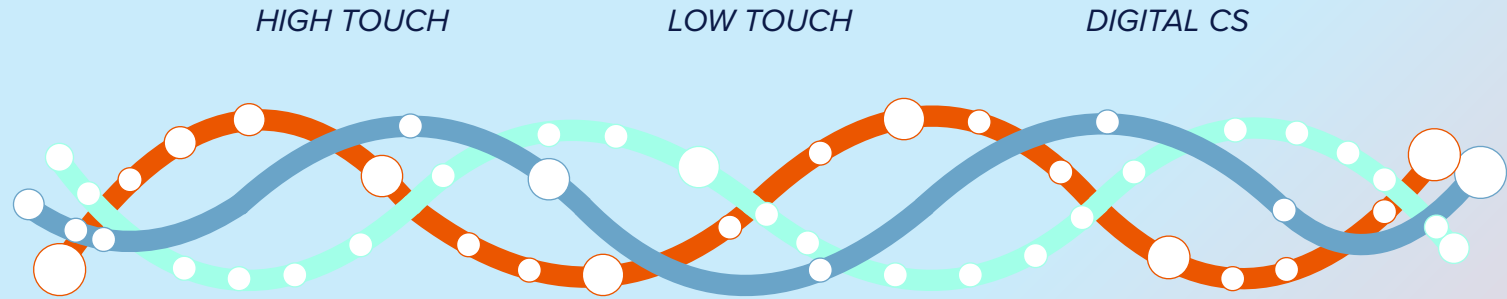
Steve Jobs  
Co-Founder, Apple

*"You've got to start with the customer experience and work back toward the technology – not the other way around."*

# CS<sup>5.0</sup> Leaders - Customer-Centric Innovation & Experimentation



# CS<sup>5.0</sup> Leaders - Customer-Centric Innovation & Experimentation



# CS<sup>5.0</sup> Leaders - Customer-Centric Innovation & Experimentation







# **BUILD TEAMS INSPIRED BY PURPOSE**



Simon Sinek  
Author/Speaker

*"We follow those who lead not because we have to but because we want to. The ability to inspire those around you and to achieve remarkable things starts with clarity of WHY."*

# CS<sup>5.0</sup> Leaders - Build Teams Inspired by Purpose



OMNITURE

■ ■ ■



(Young Leader Dave)

# CS<sup>5.0</sup> Leaders - Build Teams Inspired by Purpose



OMNITURE

■ ■ ■

Walmart

ebay

NOKIA

AOL

NBC

Microsoft



Disney



Rakuten

USA TODAY

vodafone

Telstra



GAP

SONY

Expedia



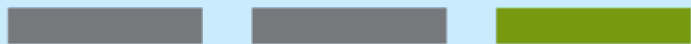
OMNITURE

■ ■ ■

**"You will never lose a strategic account!"**



OMNITURE



**"THE SKY TEAM"**



## Traits of CS<sup>5.0</sup> Leaders



1. AI-First Mentality
2. Business Leaders, CS Experts
3. Predictable & Profitable Growth
4. Customer Centric Innovation
5. Build Teams Inspired by Purpose

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# BATON

by client**success**

*Baton is an all-in-one solution built to manage the most critical phase of the customer journey: Customer Onboarding and Implementation*



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# **#makememories**



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