ROGER MENDEZ

GLOBAL LEADER, STRATEGIC PROGRAMS CUSTOMER SUCCESS

Cisco

Blueprint for Growth: Deploying Customer Operations Programs to Power Scale

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The need for Customer Success

Customer Reality:

- Accelerate Client Digital Transformation

- Agility from Applications

- Multiple offerings from Cloud

- Subscription economy

- Accelerate Time-To-Value

- Focus on Business Outcomes

Business Reality:

- Protect the Revenue ($ Company ARR)

Protect the Revenue

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
Customer	Name	Industry	Region	Vertical	Segmentation	Total Contract Value	Active	Thresholds	Spend												

π
3.14159265358979323846264338327950288419
71693993751058209749445923078164062862
08998628034825342117067821480865132823066
4709384460955058223l

Do I have 10 people that would please like to volunteer?

Building the Blueprint for Customer Success

Customer	Name	Industry	Region	Vertical	Segmentation	Total Contract Value	Active	Thresholds	Spend

π

3.1415926535897932384626433832795028841971693993751058209749445923078164062862089986280348253421170678214808651328230664709384460955058223 1

CS Ops, An Organization to Drive Customer Success

"We accelerate our customers' success, and profitable growth for Cisco and our partners, by delivering the best Customer Experience in the industry."

Customer Obsession

Trusted Expertise

Extraordinary Together

Production and Production Capability Balance

Renewals, Growth, Upsells

Production

Balance

Production Capability
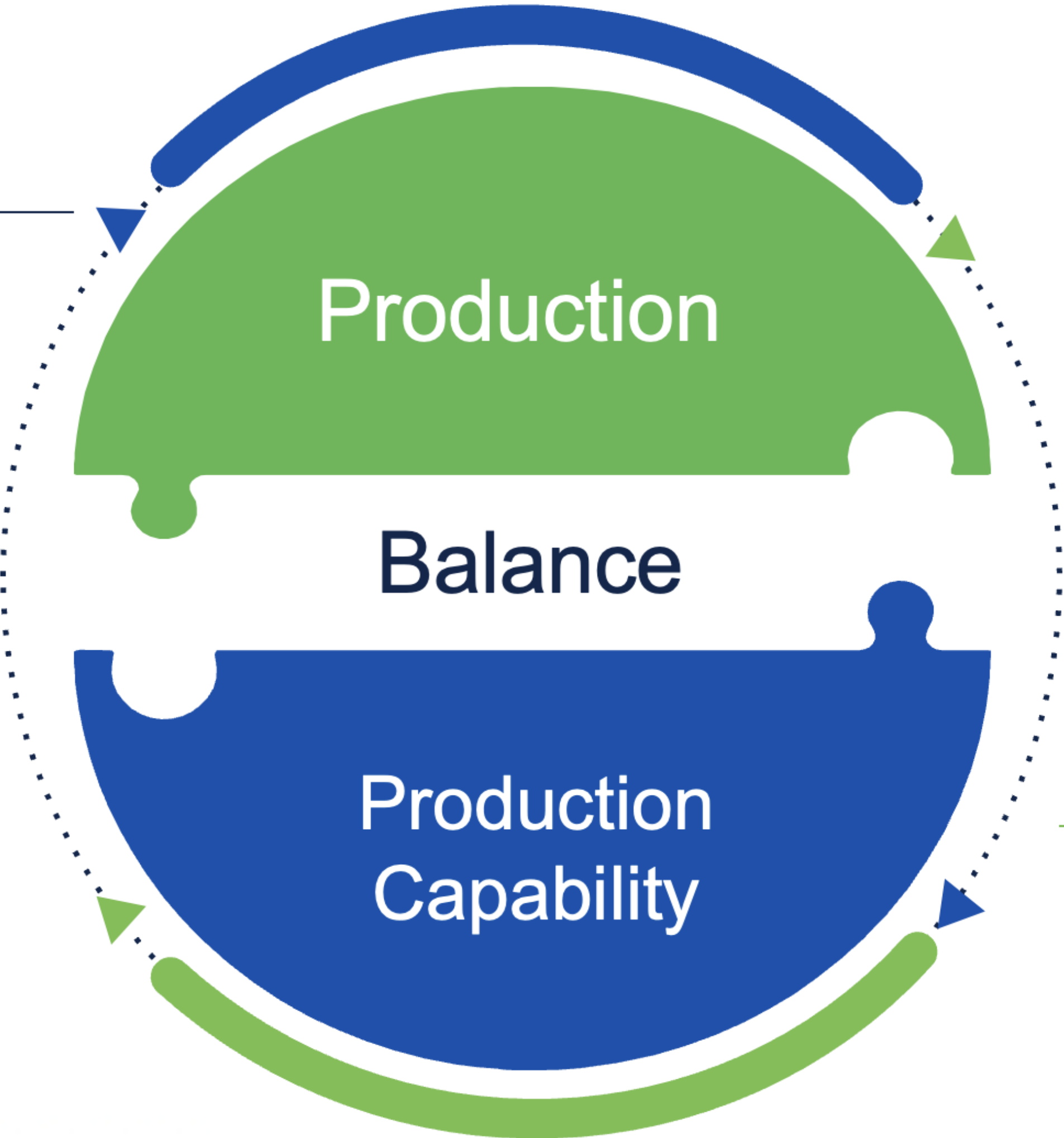
Customer Success Teams

Customer Success Operations

A Lifecycle approach to Operational Excellence

Renewals

Advocate

Renew

Align

Select

Sales

Accelerate

Customers

Evaluate

Use

Need

Onboard

Implement

Customer Success

Speed to value (P/PC)   Enable transformation   Scale through CS

Getting to Value Faster

Training

Ran into device
issues in
staging lab

Call Support

Ran into a
software bug

Not able to realize full
value of IT investment

Partner validation of
preliminary network
design

Create Deployment
plan on preliminary
network design

Missed a
dependency and
need to re-plan

New feature needs
unforeseen expertise

4

Need partner help to
meet committed
timeline

5

Build reporting and
analytics to be more
proactive

6

with Customer Success and Customer Success Operations: Building the Story

Align

1   2   3   4   5   6

Renew

Onboard   Implement   Use   Engage   Adopt   Optimize

Activate   Adopt   Upgrade   Scale
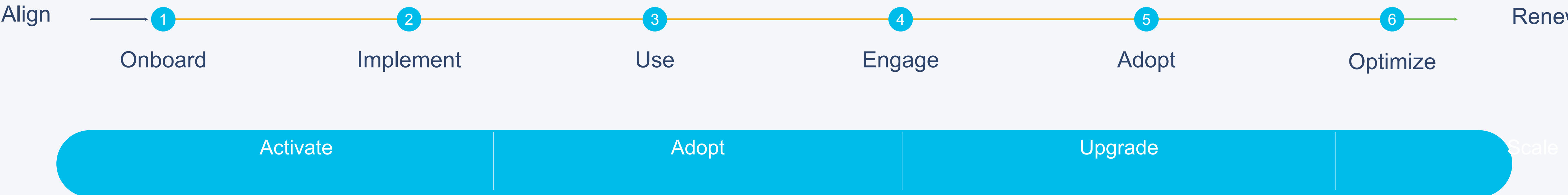
Customer Success Program Motions

Repeatable structure for ongoing rollout and proven results

Align – Engaging and onboarding a customer upon Align handshake and purchase

Activate – Engaging with customers with 0% license activation to get (re-)started and Onboarding

Adopt – Driving adoption for customers via Customer Success engagements

Upgrade – Driving awareness plays, personalized engagements for upgrades & SW conformance

Scale – Full customer success motion driven by telemetry, digital triggers, and clear exit criteria

Renew – Engaging customers at time of renewal notification with CSS (email notification, Call to action, and/or Alerts)

Customer Success Operations to Power Scale

PRODUCTS

CX Operations

Adoption Engine

Route To Market

CUSTOMER

Use Case 1

Use Case 2

Program A

Use Case 1

Program B

Use Case 1

Use Case 2

Program C

Use Case 3

Customer Success Plays

Upcoming Renewals

Engineering Cases

Pilots/Campaign

Guided Journey

In-Product Adoption Help

High Touch → CSM

Scale (1 to many) → Scale CSM

Digital (Self-Service) → Digital Assets

Partners → Partner CSM

Moments that Matter

Born in 1948

Raised in the UK

Married Twice

Lives in a Castle

Wealthy and Famous

American Stunt Performer

Actor

Producer

Screenwriter

Age 50-60s

Has a current Television Show on network

Has had many celebrities on their show

Works for Paramount/ Viacom

Very Funny

Operations shouldn't just be about demographics

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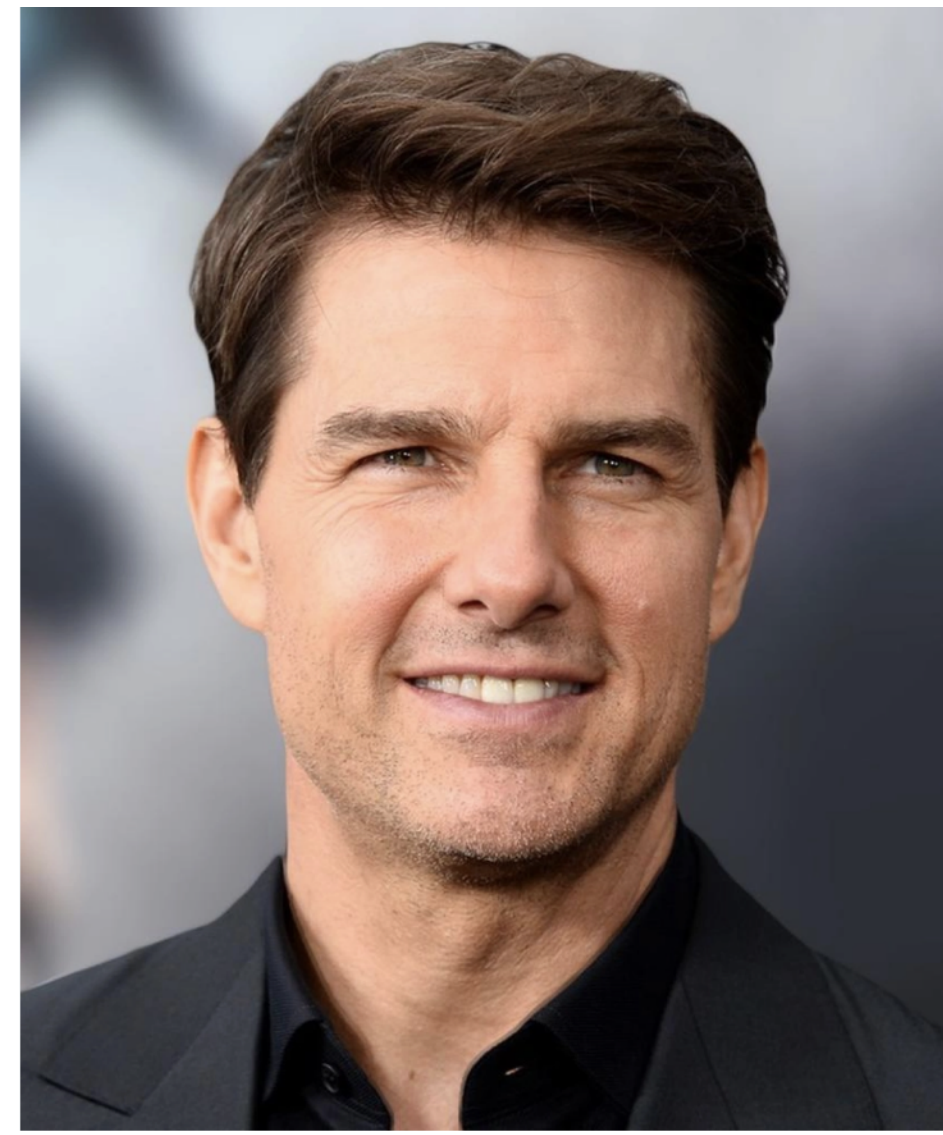
Wealthy and Famous

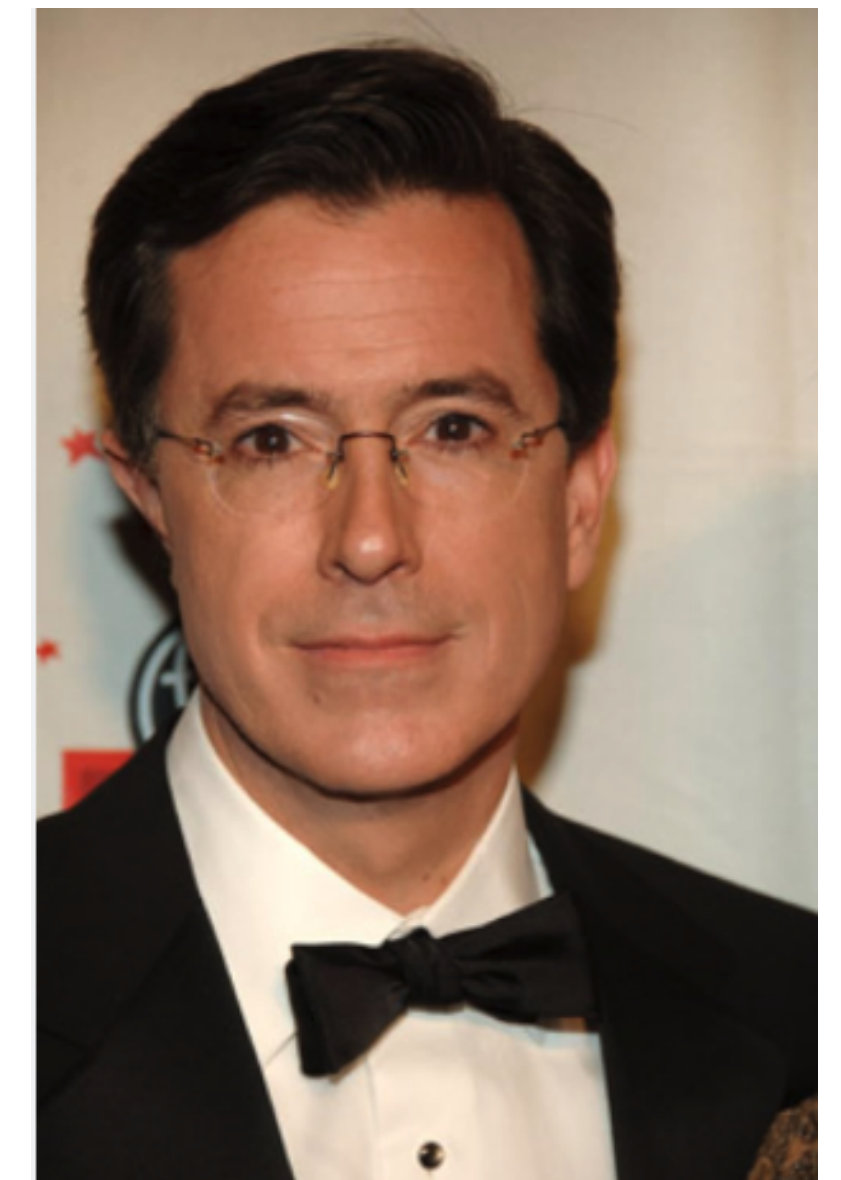American Stunt Performer

Actor

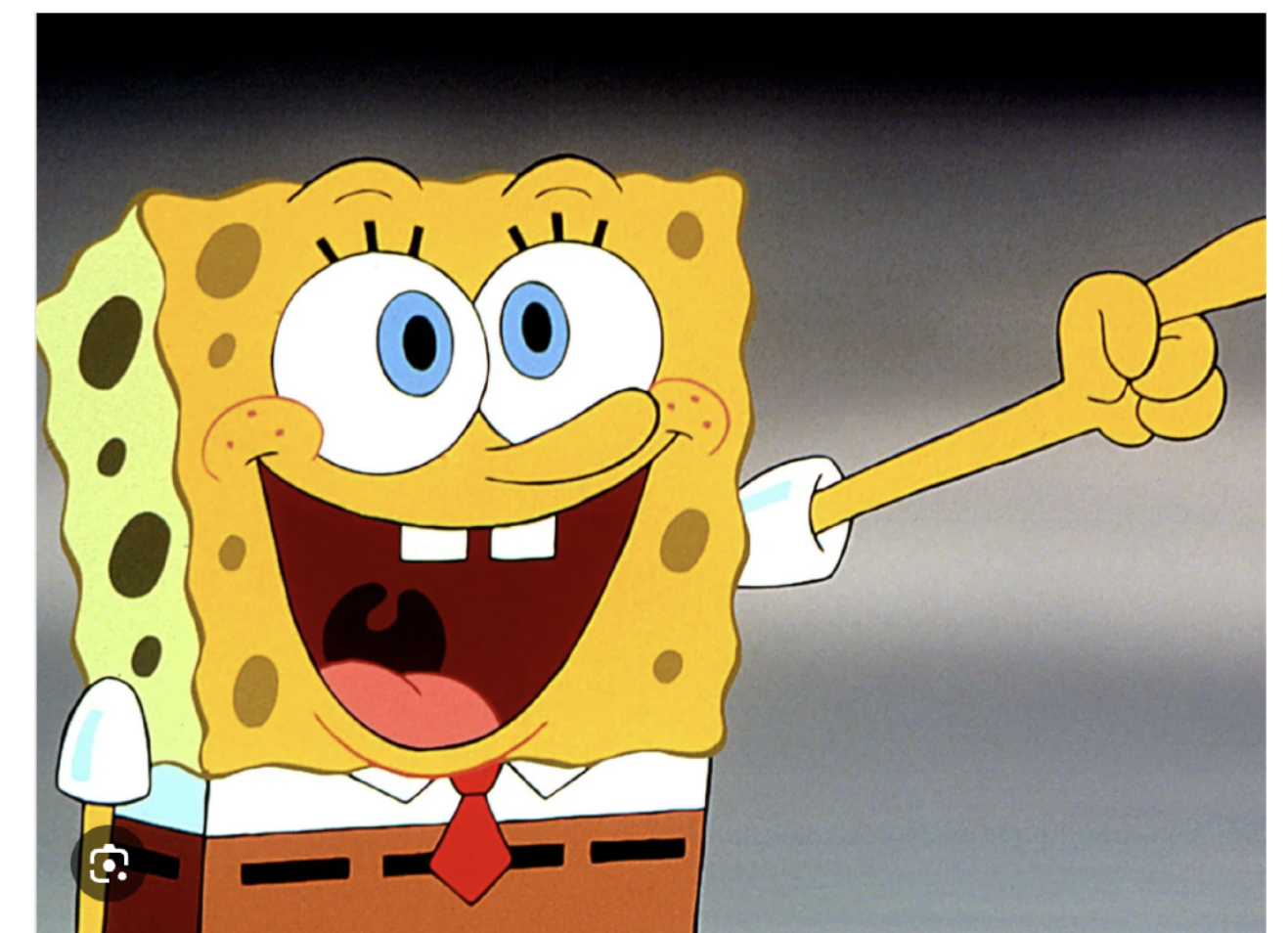Producer

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Measuring Impact

Customer Success Roles

Ensuring coverage at every interaction across the customer lifecycle

High-Touch Adoption

Team Leader for all CX Resources

- Accelerates Customers through Lifecycle with 1:1 Engagements
- Understands Customer Goals
- Realizes Business Value across all Software Products

At-Scale Adoption

Drives Scale Programs in Theater

- Orchestrates Targeted Adoption Programs via Digital and Partner Channels
- Coordinates & Manages Local Success Events
- Drives Lifecycle Acceleration for All Scale Customers

Technology Focused

Lifecycle Expert for Products & Architecture

- Possesses Deep Product Knowledge
- Accelerates Usage & Adoption
- Delivers Accelerators & Technical Deep DiveSessions

Accelerates Onboarding

Onboarding Expert

- Activates new EAs (DNA, Security, DC, SPNA, CXEA, 3.0)
- Accelerates Software Support onboarding

Day in the life of Customer Success Operations

Customer Success Strategy
(Building the Story)

Moments That Matter

Customer Success Operations
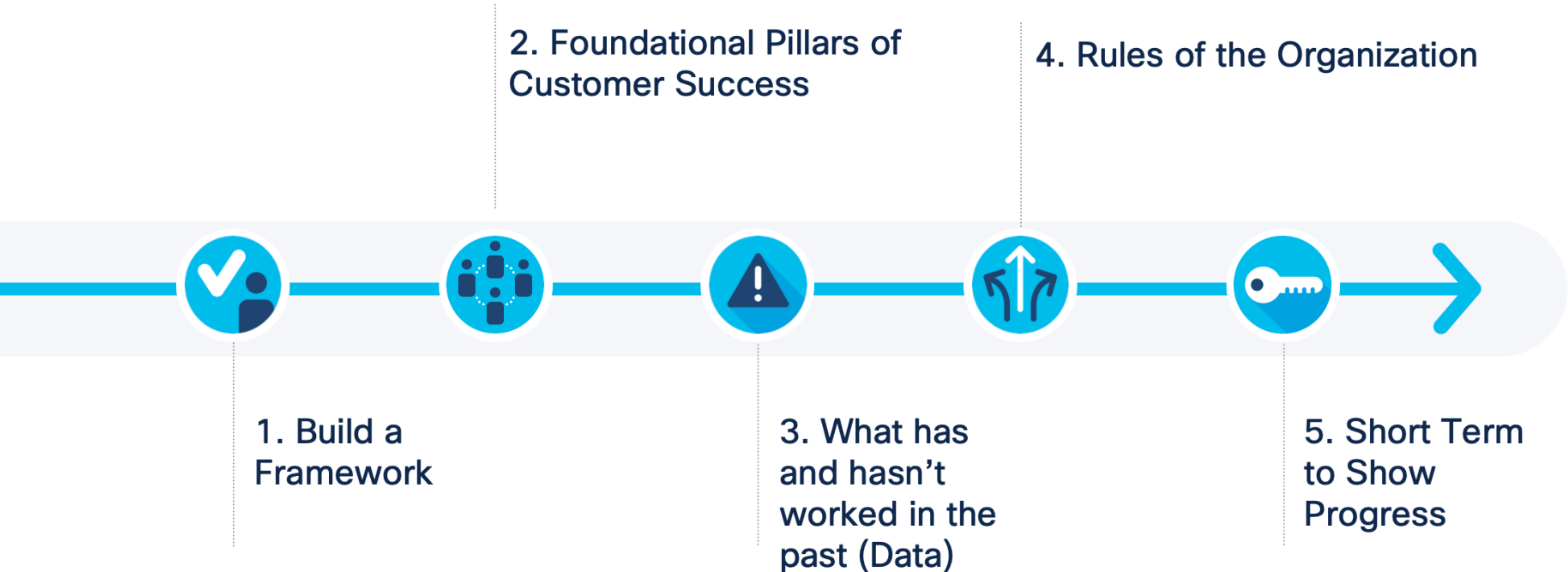
Operating Model Excellence

Measuring Impact

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Customer Success Operations Call to Actions

2. Foundational Pillars of Customer Success

4. Rules of the Organization

1. Build a Framework

3. What has and hasn't worked in the past (Data)

5. Short Term to Show Progress

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Questions?

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