

# *Customer Success is the Strategy*



**Dave Blake**

*Founder & CEO*

*ClientSuccess*

*brought to you by*

client**success**



**CS100**  
SUMMIT **2018**

 [#CS100Summit](https://twitter.com/CS100Summit)

The background is a landscape photograph with a blue color overlay. It shows a valley with a forest of trees in the middle ground and several mountain peaks in the background. The text 'client success' is centered in the middle of the image.

client **success**



**BUILDING  
RELATIONSHIPS  
THAT LAST**





CUSTOMER  
SUCCESS  
IS THE  
STRATEGY

**ELEVATE THE  
CUSTOMER  
EXPERIENCE**









GENIUS BAR

**amazon**





“We innovate by starting with the customer and working backwards.”

JEFF BEZOS, FOUNDER/CEO, AMAZON

**CUSTOMER  
EXPERIENCE  
MANAGERS**

**CUSTOMER  
INNOVATION  
MANAGERS**

**ELEVATE  
CUSTOMER  
PERFORMANCE**



**CHURN  
PREVENTERS**





“The only thing a prevent defense does is prevent [you] from winning.”

JOHN MADDEN, FORMER NFL COACH AND SPORTSCASTER

PPD  
CENTERS









**CUSTOMER  
PERFORMANCE  
MANAGERS**

**CUSTOMER  
GROWTH  
MANAGERS**

**ELEVATE THE  
POSITIVES**





**CSM** from the  
trenches

client **success**

**PRODUCT GAPS** SWAT TEAM

**RED ACCQUINT**

**ANGRY CUSTOMERS**

**DETRACTORS**

**DOWNSELL**

**SAVES**

**RISK**

**EXEC SPONSOR TURNOVER**

**ESCALATIONS**

**Z  
R  
D  
H  
C**

PRODUCT GAPS

SWAT TEAM

**NEGATIVE**

**CHURN?**

ANGRY CUSTOMERS

DETRACTORS

ESCALATIONS

EXEC

SPONSOR

TURNOVER

Z

B

D

H

C

PRODUCT SOLUTIONS  
CELEBRATE  
HAPPY CUSTOMERS  
GROWTH  
REFERENCES  
OUTCOMES  
WINS  
EXEC SPONSOR ADVOCATE  
VALUE  
PROMOTERS  
UPSSELL



**CELEBRATE**

**SUCCESS**

**CUSTOMER  
SUCCESS  
MANAGERS**

# DAY 1 AGENDA



***Lonnie Mayne***  
***Red Shoe Living***



***Nicolle Paradise***  
***ADP***



***Mary Poppen***  
***Glint***



***Greg Daines***  
***Client Velocity***



***Julie Hogan***  
***Drift***



***David Sakamoto***  
***Cisco***



**CS100**  
**OPEN**  
**MIC**



# CS Leadership Challenge & Solution Presentations



**Bill Cushard**  
**Learndot**



**Eric Boduch**  
**Pendo**



**Mark Freeman**  
**Pendo**



**Aaron Thompson**  
**SuccessHacker**



**Josh Lowy**  
**Hugo**



**Kristen Hayer**  
**The Success League**

 USE THE HASHTAG

**#CS100Summit**



**CS100**

SUMMIT **2018**

***Mountain Activities***

clientsuccess  
presents

**RYAN SHUPE**  
& THE RubberBand

September 11, 2018  
**SUNDANCE AMPHITHEATER**  
8:00 PM  
(Doors open at 7:15 PM)



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***Lonnie Mayne***

***Founder/CEO***

**RED SHOES LIVING**