

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

Customer Success is transformative. Whether you have a Software-as-a-Service, subscription or membership business or you sell one-off products or services and simply want to do business with your customer more than once, Customer Success should be your driving purpose. A Customer Success Manager is responsible for developing customer relationships that promote retention and loyalty. Their job is to work closely with customers to ensure they are satisfied with the services they receive and to improve upon areas of dissatisfaction. Customer retention refers to the ability of a company or product to retain its customers over some specified period. High customer retention means customers of the product or business tend to return to, continue to buy or in some other way not defect to another product or business, or to non-use entirely. The Problem. In most big companies, customer service feels like a factory floor, with rows of reps all working in isolation and racing to minimize call handle time., Customer Success How Innovative Companies Are Reducing Churn And Growing Recurring Revenue.

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