

# MYCUSTOMER360 PROGRAM GUIDE CUSTOMER SUCCESS PROGRAM

Enhancing the Relationships  
that Drive Loyalty and Revenue

**mycustomer**  
360.com



# About MyCustomer360

*Companies around the world rely on MyCustomer360 for comprehensive programs that BUILD and SUSTAIN TRUSTED CUSTOMER relationships*



A U.S.-based organization, MyCustomer360 is led by a global team of solution experts with a proven track record of creating programs that drive customer satisfaction while lowering costs and increasing revenue. Founded in 2015, we are a leader in providing business process outsourcing for marketing and back-office support while also supporting a range of customer satisfaction initiatives, including customer success.

With operations centers in California (Silicon Valley), India and the Philippines, we combine experience and expertise in meeting the needs of today's leading global companies—including security and compliance requirements concerning protection of customer data—while offering unparalleled support in any region 24/7.

# Introduction

## *Why the time is now for customer success*

Welcome to the program guide for the MyCustomer360 Customer Success offering—our fully managed solution for creating better experiences and more complete relationships with current customers.

Smart companies have always invested in the success of their customers, but in recent years there has been growing interest in formal customer success programs. Companies in a wide range of industries have recognized that investing in ways to help current customers become more successful in using their solutions results in greater loyalty, less “churn” and better word of mouth. In short, helping your customers succeed helps you succeed.

At MyCustomer360 we work with companies that are just getting started on the path of customer success and those who are looking for ways to make existing success programs better. Whatever your specific situation you can rely on MyCustomer360:

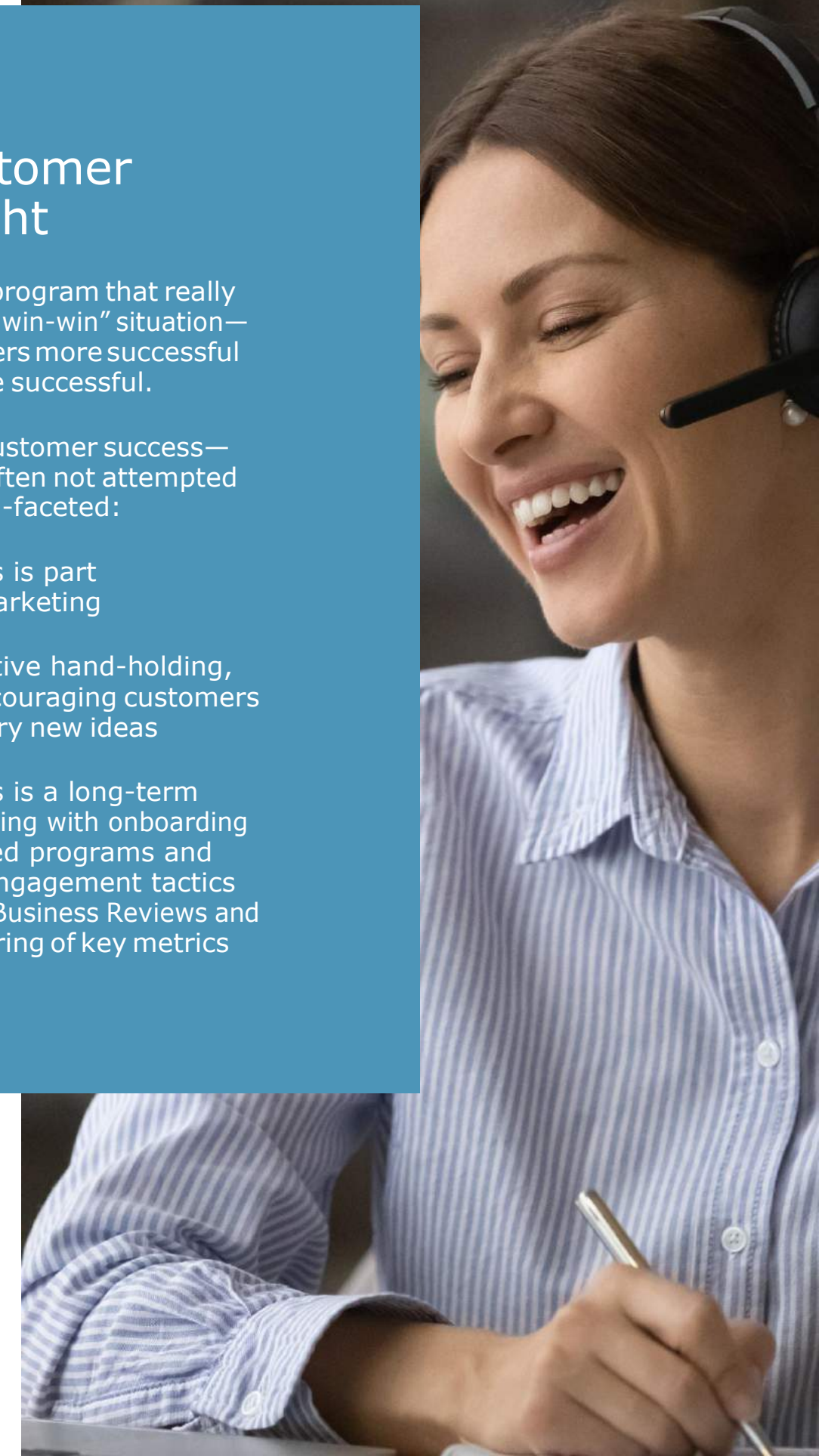
- Leverage our experience with customer success programs across a wide range of industries
- Take advantage of our expertise in everything from on-boarding to best practice sharing
- Eliminate the delays and internal payroll costs that come with trying to implement a customer success program on your own
- Because we service the needs of a wide range of clients, we are prepared to staff your customer success program and get started within 2 weeks of confirmation

## Getting Customer Success Right

A customer success program that really works is the ultimate “win-win” situation—making your customers more successful also makes you more successful.

The challenge with customer success—and the reason it is often not attempted—is that it is so multi-faceted:

- Customer success is part education, part marketing
- It’s about supportive hand-holding, but also about encouraging customers to take risks and try new ideas
- Customer success is a long-term undertaking—starting with onboarding and getting started programs and continuing with engagement tactics such as Quarterly Business Reviews and long-term monitoring of key metrics



At first glance, customer success programs appear to share a lot in common with other initiatives focused on the needs of existing customers—such as customer service and upselling/cross selling—but there are important differences:

- A customer success program inevitably addresses issues that surface in customer service calls, but it needs to be more proactive, attuned to the first sign of customer dissatisfaction, anticipating issues before they become problems.
- A customer success program supports upselling and cross selling, but if it's seen as a cover for revenue generation it will quickly lose credibility.
- An effective customer success program starts right away with introductions, onboarding and ongoing education. But from the very beginning, the learning should go both ways: you give your customers ideas and they in turn provide you with new insights for new revenue-producing services.

Faced with so many moving parts in a customer success program, many companies turn to service providers. That's where MyCustomer360 comes in. MyCustomer360 has extensive experience with all aspects of implementing a customer success program. It's a critical part of our **360° Customer Engagement offerings** (see sidebar).

## MyCustomer360 360° Customer Engagement Programs

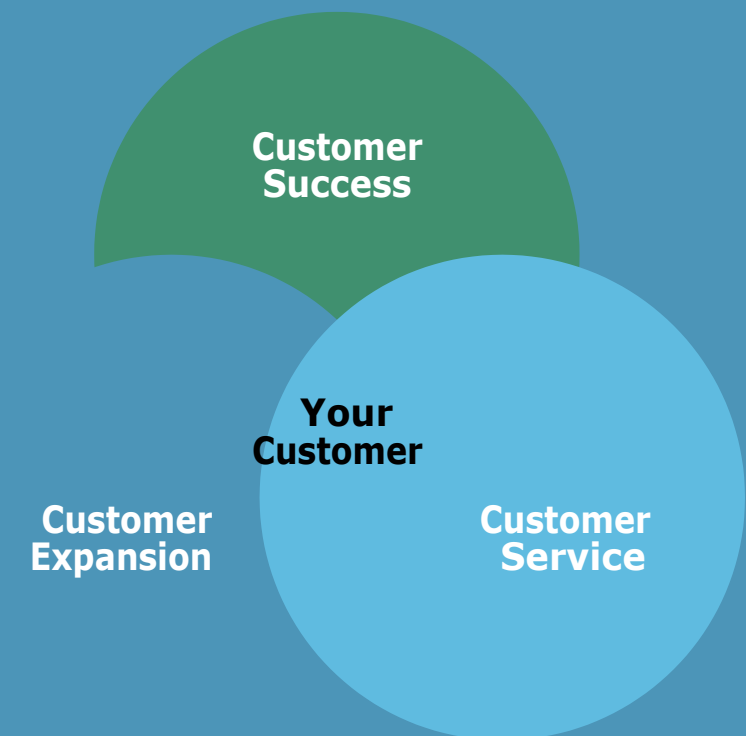
**Customer Success** — using onboarding, education, consultations and more to create better experiences and more complete relationships with current customers.

**Customer Service** — enhancing customer satisfaction levels through a fully managed solution for handling inbound queries on any channel.

**Customer Expansion** — generating new opportunities and increasing your competitiveness through outbound tele sales and digital marketing campaigns.

We welcome the opportunity to discuss all our programs in more detail and invite you to consider taking part in our 90-day, no-risk Quick Start program to see in actual practice how we can help improve your level of customer success and increase revenue.

We look forward to working with you to achieve success.



**MyCustomer360 360° Customer Engagement Solution**  
Maximize Your Customer Satisfaction, Wallet Share and Profitability



# Customer Success Program

## How we work with you

It's well established that the cost of retaining an existing customer is always lower than finding a new one. That's why businesses of all kinds invest in using customer success programs to maintain and expand key accounts.

At MyCustomer360 we focus on how we can drive success at every stage of the relationship.

### Initial Assessment

To provide our best advice on how to use our services, we will want to gain a clear understanding of the challenges that keep your customers from having a completely successful experience:

- What's causing lack of usage and churn?
- What can we learn from any metrics you have gathered?
- What expectations do customers have for the value of the product and why were they not realized? For example, was the marketing message inaccurate or misleading?
- How do you sustain engagement with your customers and are those interactions correctly calibrated to where the customer is on their journey? To the needs of different stakeholders?

Once an assessment is complete, we can make detailed recommendations and develop a program. Typical elements that we will want to consider include:

### People/Expertise

Because customer success is such a complex undertaking—extending across marketing, account management, customer education and more—it typically takes a team of people. Particularly during the early onboarding/getting started stages, most organizations find it a challenge to find the right people. That's one of the biggest advantages of relying on MyCustomer360.

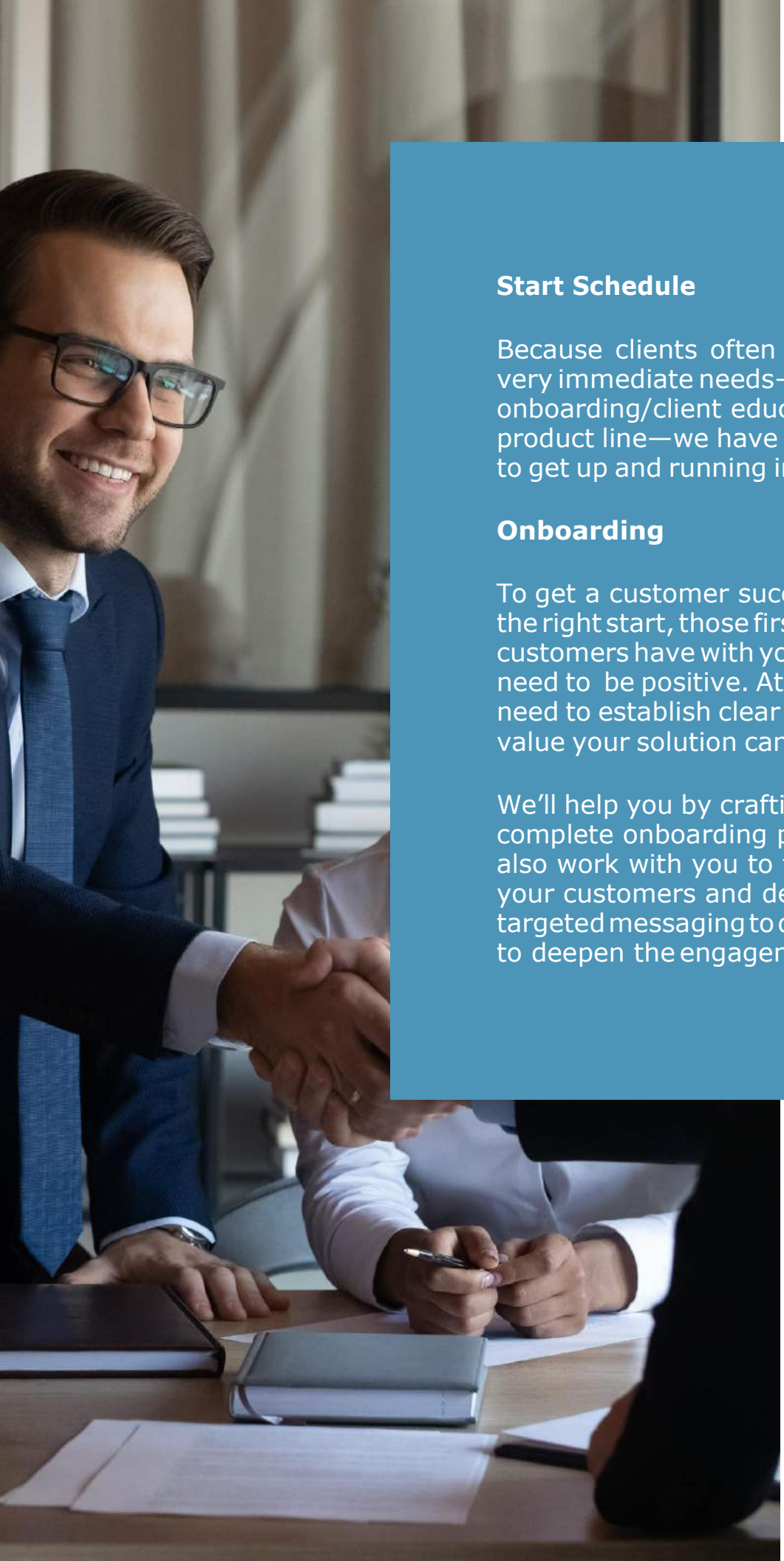
Because we are constantly recruiting to meet the needs of a wide range of clients, we are able to cast our net wider to find the people with the right skills and amortize the recruitment and training cost far more easily than any one organization could do on its own. This enables us to put together a top-tier customer success team that aligns with your needs and desired level of expertise, in far less time and at far less cost.

We actively recruit and train customer service reps with domain expertise in specialized or complex issues including IT, SaaS, finance, health care and more.

We operate out of multiple locations (India, US and Manila) for global coverage.

We offer support in over 24+ languages including English, French, German, Spanish, Malay, Arabic and more.





### **Start Schedule**

Because clients often come to us with very immediate needs—i.e., the need for onboarding/client education on a major new product line—we have the resources in place to get up and running in just weeks.

### **Onboarding**

To get a customer success program off to the right start, those first interactions your customers have with your product or service need to be positive. At the same time, you need to establish clear expectations on the value your solution can deliver.

We'll help you by crafting a welcoming and complete onboarding process. We can also work with you to track the journey of your customers and develop a cadence of targeted messaging to different stakeholders to deepen the engagement.

### **Information/Education**

Ultimately, it's the exchange of information that defines a customer success program, but you can't simply repeat the marketing messages that were used during the customer acquisition phase. Now is the time to go deeper and focus on challenges that you know stand in the way of success. There are range of tools to use:

- Quick start kits
- Getting started guides
- FAQs
- Infographics
- Explainer videos
- White papers
- eBooks

We can work with you to develop and/or repurpose material for these content vehicles and also set up a program of regular email communications alerting customers to the value of these and other resources.

### **Best Practice Sharing/ Thought Leadership**

A great way to fuel customer success is to keep your customers abreast of the latest issues, innovations and best practices related to the product/service you provide and/or how it is used in a specific vertical market.

One-to-many programs such as webinars and podcasts are great vehicles for accomplishing this as you can easily cover a range of different topics and the subject matter experts (and your audience) can be located anywhere. Newsletters and user groups are also ways to share higher levels of information and reach a broad audience efficiently.

Supporting this kind of communication not only educates your customers, it establishes you as a thought leader and creates opportunities for an interactive back and forth from you to your customers, but also—critically—from your customers to you. We regularly work with clients to create, organize and deliver these and other interactive programs as well as the communications—email blasts and landing pages—to drive attendance.

### **Sustaining the Connection**

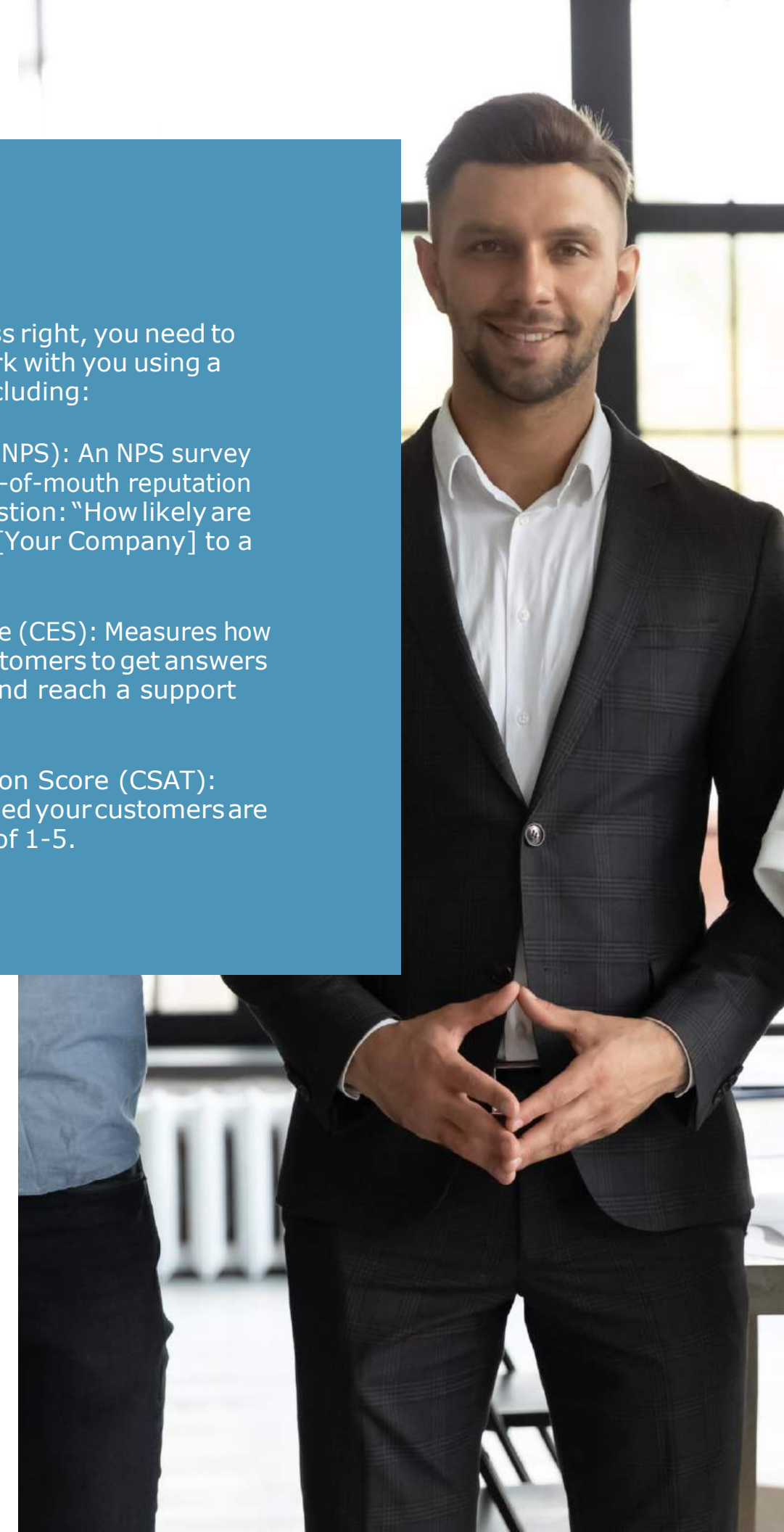
At the start of any customer relationship, onboarding and getting started activities keep things busy. Then what? How do you sustain the connection? That's where we have found tactics such as Account Based Marketing and Quarterly Business Reviews to be important elements in driving customer success.

- Account Based Marketing (ABM) is a way to communicate with high-value accounts as if they're individual markets. Doing this gives you more opportunities for customizing your success program to the journey of that particular account. This is vital in large, high-value enterprise engagements where you want to expand your influence and "customer wallet share."
- Similarly, the regular Quarterly Business Review (QBR) meeting is an opportunity to check-in and get real insights into the value your product is delivering—or not delivering.
- We can help you with both ABM and QBRs:
- Mapping the key executives and organizations that you want to reach
- Creating detailed executive profiles so that you can deeply understand how to engage your target decision makers
- Calling and setting up your ABM appointments and QBR meetings
- Creating structured, highly focused communications that make the most of these opportunities

### **Metrics**

To get customer success right, you need to measure it. We can work with you using a variety of programs including:

- Net Promoter Score (NPS): An NPS survey measures your word-of-mouth reputation through a single question: "How likely are you to recommend [Your Company] to a friend?"
- Customer Effort Score (CES): Measures how easy is it for your customers to get answers to their questions and reach a support member?
- Customer Satisfaction Score (CSAT): Measures how satisfied your customers are with you on a scale of 1-5.





## Getting Started

For further information on our Customer Success program or to learn more about our QuickStart Program where you can participate in a trial of our service for 90 days, talk with a MyCustomer360 Customer Service Advisor.

Visit us at [mycustomer360.com](https://mycustomer360.com)  
Call us at 408.799.4081  
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## About MyCustomer360

MyCustomer360 is a leading customer service management company that has been helping businesses improve customer satisfaction and increase revenue for many years. We offer a wide range of services, including customer support, customer success, and customer upsell and cross-sell programs. Our team is made up of experts in customer service, who are dedicated to helping our clients achieve success. We take a consultative approach to working with our clients and are committed to providing customized solutions that meet the unique needs of each business.