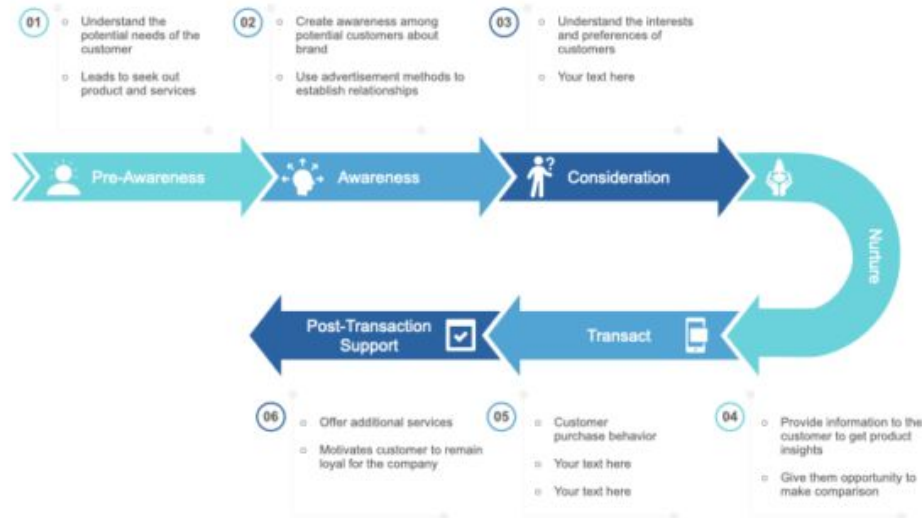


Customer Success Journey

Customer Success Journey Mapping Framework

This slide shows the customer success journey mapping framework which includes pre-awareness, awareness, consideration, nurturing, transacting and post-transaction support that helps the company in actively understand the interests of the potential customers.

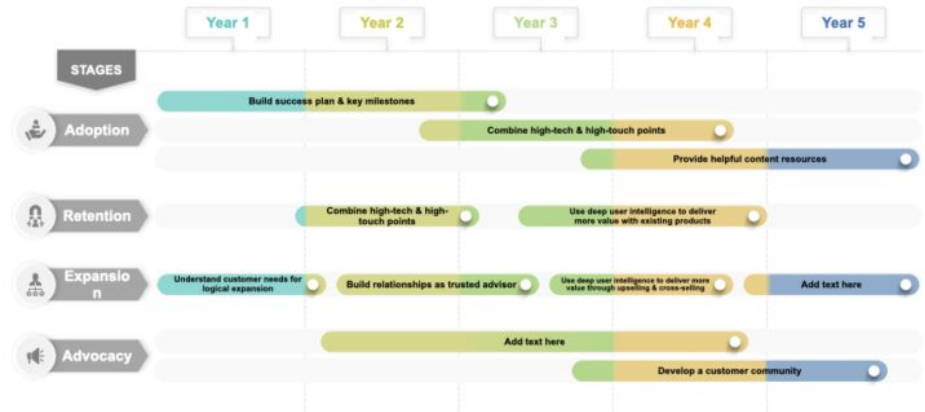


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- The process of boosting customer pleasure while utilising a product or service is known as customer success, customer success management, or client advocacy.
- **Customer Success Management (CSM)** is a subset of customer relationship management.

Five Yearly Roadmap to Customer Success Journey

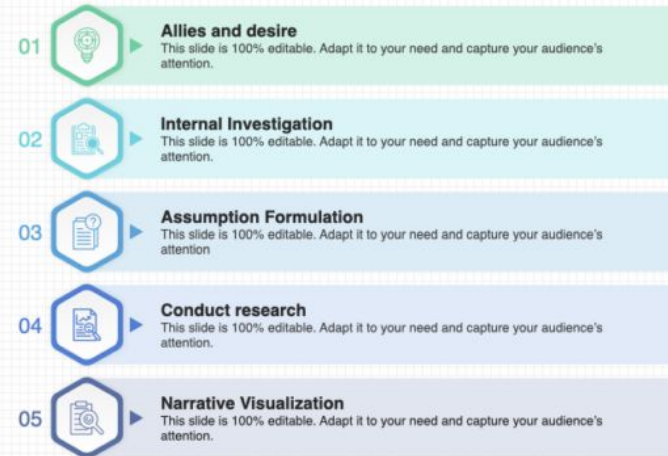


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- A **customer success journey** map lays out all the steps your customers take to achieve their goals with your product.
- It focuses on the customers' experiences and priorities, step-by-step, instead of looking at the customer journey from your company's perspective.

Five Steps of Successful Customer Journey Mapping

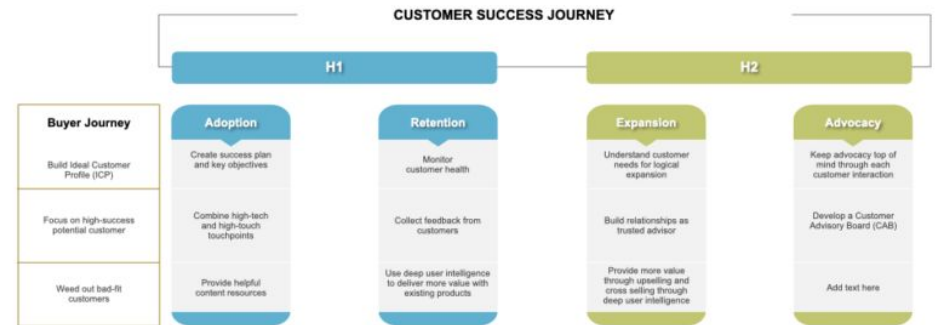


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Creating a Customer Journey Map :

- Set a clear goal for the map.
- Define your personas and emphasise your target clients.
- Define the stages and goals for each.
- Make a list of touchpoints.
- Collect data and comments from customers.
- Determine the sources of pain and friction.
- Determine where you can improve.

Half Yearly Customer Success Journey Roadmap with Adoption



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→ **The buyer's journey** is the process by which consumers discover, assess, and acquire a new product or service.

Six Months Customer Success Journey Roadmap with Adoption



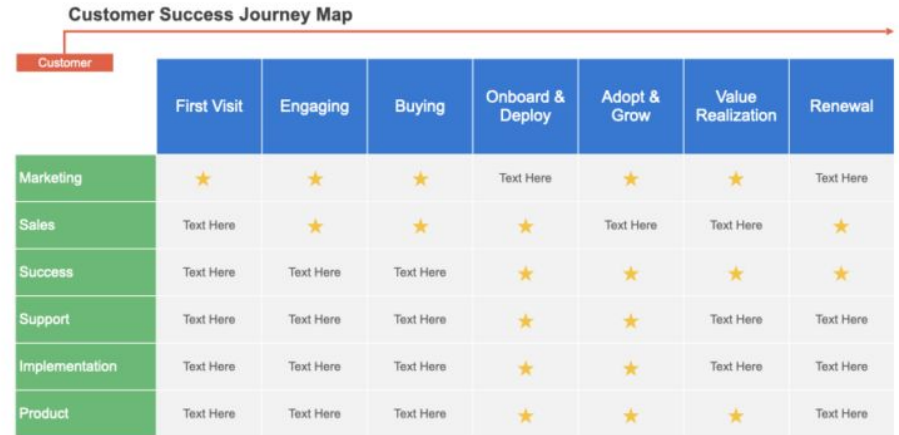
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The buyer's journey is divided into three stages:

- Awareness
- Consideration
- Decision

Customer Success Journey Map with Engaging Buying Adopt Value and Renewal



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- **Process implementation** is a methodical way to implementing new procedures or business processes in a company.
- When a company wishes to streamline tasks, become more efficient, minimise the amount of errors, or promote corporate growth, it implements change.

Customer Success Journey to Implement Process

This slide shows the customer success journey and implementation of processes along with it which includes six steps such as trial conversation, onboarding, expansion, renewal, upselling and cross-selling with maximizing users, usage and improves functionalities.



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FAQs

What exactly does a customer success role entail?

- A customer success manager (CSM) assists your customers as they go from being sales prospects to being engaged consumers of your products.
- They prioritise customer loyalty and long-term client connections, and they frequently work with the same customers for as long as they continue to engage with your company.

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What are the five steps in the implementation process?

The steps are as follows:

- 1) exploration
- 2) installation
- 3) preliminary implementation
- 4) complete implementation
- 5) expansion and scale-up.

What are the phases of customer satisfaction?

- Qualification.
- Onboarding.
- Adoption.
- Renewal.
- Growth.

About Us

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