

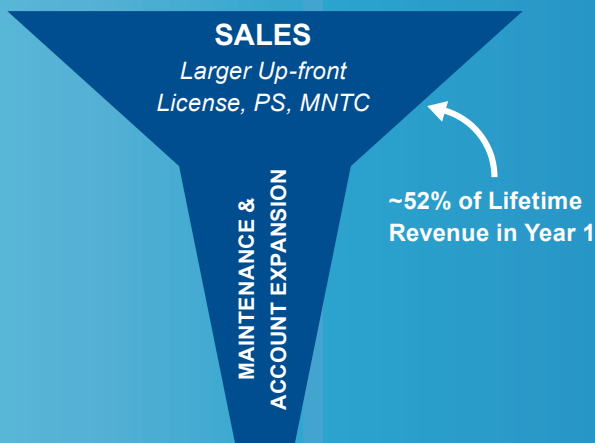


# TECHWORKERS CUSTOMER SUCCESS PRACTICE SOLUTION

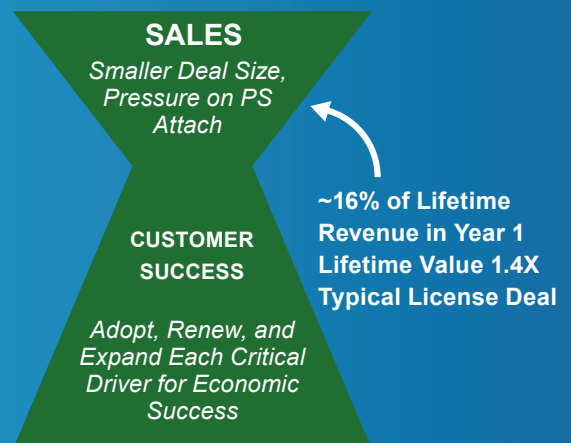
## Building a Customer Success Practice results in:

- More valuable customer insights on your product and services
- Improved product and services sales renewal revenues
- Trusted adviser status with your customers
- Better possible opportunity penetration
- Outcomes your customers desire
- Higher-value, longer-term deals
- More highly qualified leads

### Transactional Economy



### Subscription Economy



## Monetizing management of the entire customer lifecycle

If you sell software, services or anything else on a subscription-based model then your business depends on a customer success practice. Stop talking to your customers after each sale and you are missing significant revenue opportunities, reducing customer loyalty and passing over knowledge about how you can improve your product.

When your customers receive their subscription-based product, some will know exactly how to integrate it, maximize its effectiveness and upgrade it; but many more won't. Your sales team doesn't usually have the time or the capabilities to tell them, impactfully. However, you can add value for those customers by offering a customer success practice: a service designed to maximize your business potential in the recurring revenue world. Techworkers can help you build that practice.

We offer a full suite of capabilities, from calculating the return you can make from a customer success practice to augmenting your resources with the skills and mindsets needed to engage with decision makers and gatekeepers. Building such a practice avoids the problem of your salesforce not having the time to drive adoption, while ensuring your company reaps all the benefits of a closer, full-cycle relationship with your customers.

## How to succeed in Customer Success

We can help you build your own, bespoke practice. Choose the organizational optimization approach which best suits your business, and we will provide a stepwise structure that is easy for you to implement and helps you:

- Formulate your practice's vision and mission
- Determine your unique value propositions
- Define your financial goals and objectives
- Create your business and financial strategies and plans

The result will be a full-lifecycle management practice, supported by metrics-driven results and designed for maximum success. This will enable your business to:

- Gain greater, deeper customer insights
- Foster stronger, more valuable customer relationships
- Achieve greater, long-lasting commercial opportunities

For more information on how Techworkers Customer Success Practice Solution can benefit your company, please visit [www.techworkers.com](http://www.techworkers.com) alternatively call us on 925.359.2200 or email [contactus@techworkers.com](mailto:contactus@techworkers.com)