



CUSTOMER DATA TIPS for Customer Success

when Usage Data is not available

Be Fearlessly Creative With Your Metadata

You have to be extra creative to analyze data. You can implement integration of some software that will provide great automation and the capability for deep analysis of customer health, trends, milestones, and behavior... even without SaaS. Because the integration is cross-functional, you can achieve holistic, real-time analytics, and our feedback loop is pure & distilled.

1



Kickin' it Old School - Data Derived from Meetings

Take advantage of your frequent meetings with customers. Collect data the authentic way: practice proactive listening to your customers. For high-touch CS teams: even if you automate as much as possible with excellent products, don't automate the core of Customer Success. Continue hosting consistent Zoom meetings, and stay highly available on Slack and email.

2



The Moment of First Value

Knowing when your customers use your product for the first time is a top priority. It is equally important to know when the customer is not using the product at all. Both instances are imperative moments for CS to reach out and see what's up.

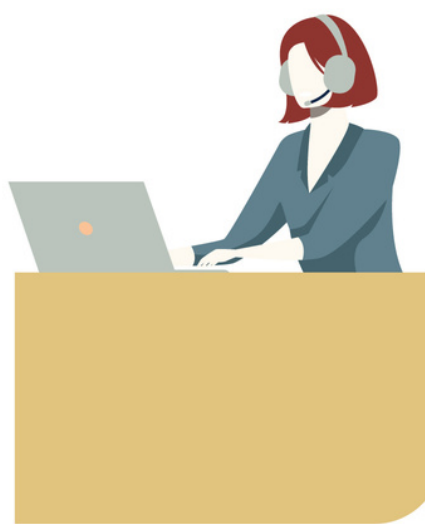
3



Rapid Resolution Rates

Support is mission-critical for Customer Success, especially with a technology product- technical support is at the core. A 24/7 live support team stationed globally is essential for an SDK product, where the actual customers using the product are development teams that require tech-savvy support from time zones worldwide. But what is amazing is that some support teams are now stationed on the front lines of CS, with their fingers on the pulse of what customers truly need, thus providing us with another sharp angle for customer health.

4



High-Touch, Long-Term Relationships

Customer Success methodology can be compared to running a marathon: our customers are running a marathon with our product, and we run alongside them as their coaches. We need to know when to push, when to run in tandem, when to stop for water or energy gel. We believe that the marathon tactic is a new Customer Success story... and hope it helps others too.

5



This infographic was provided to you by Nir Cohen, Director of Customer Success, and Rachel Klapper Freedman, Customer Success Manager at Binah.ai



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