

# THE DIFFERENCE BETWEEN

# CX

## CUSTOMER EXPERIENCE

# VS

# CS

## CUSTOMER SUCCESS

Designed to elevate how customers feel about their interactions with your company and your organization.



### FOCUS

Designed to maximize the value that your customers obtain from your solution offerings and their interactions with your organization.

Experiences are based on emotions.



### EXPERIENCES

Experiences are based on emotions and proactive alignment to desired outcomes.

How your customers feel about what you do.



### PERCEPTIONS

How your customers feel about the value they believe they can derive from what you do.

Being reactive and providing the best service possible.



### ENGAGEMENT

Developing a proactive and scalable approach to maximizing value for the customer and your company.

Encompassing departments such as customer service, support, marketing, customer experience, and sales.



### INTERACTIONS

Encompassing your entire company - customer marketing, sales, support, product, professional services, outcomes management, upsell and renewal.



# CSM PRACTICE

THE CUSTOMER SUCCESS STRATEGY CONSULTING FIRM