



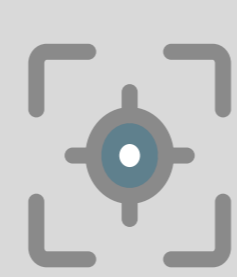
CUSTOMER SUCCESS MANAGER

VS

RENEWAL MANAGER

This comparison highlights the 5 distinct roles & responsibilities in how Customer Success Managers vs. Renewal Managers interact with customers.

Build and strengthen customer relationships to maximize customer value.



Focus

Maintain customer relationships for contract renewals and upsell revenues.

Achieve customer goals, product adoption, customer satisfaction, and desired business outcomes.



Targets

Focus on successfully closing renewal transactions, while driving upsell to foster growth.

Address customer inquiries about product usage, desired outcomes, feature availability, and customer support.



Customer Inquiries

Handle customer inquiries related to billing, contract renewals, pricing, and contract terms.

Utilize data analysis to provide proactive outreach, upselling, cross-selling, and personalized recommendations.



Data Analysis

Specialize in analyzing customer data to identify contract renewal opportunities and develop strategies to mitigate churn risks.

Engage with all existing customers throughout their lifecycle, fostering a strong partnership, ensuring ongoing success, and identifying upselling or cross-selling opportunities.



Customer Scope

Concentrate solely on customers approaching contract renewal, ensuring a smooth process and addressing concerns.



CSM PRACTICE
THE CUSTOMER SUCCESS STRATEGY CONSULTING FIRM