

TOP 5 TIPS FOR SDK CUSTOMER SUCCESS



1 The customer is a marathon runner, and you are their coach

With an SDK product, even with quick & seamless integration, an entirely new app must be developed by the customer between purchase and go-live. This takes time and patience, especially for the Customer Success team. As such, consider developing your customer success approach in alignment to marathon tactics! Your CSMs run alongside customers, as their coaches. They advise them when to 'run' faster, when to stop 'for water', when to have 'energy gel'. In other words, the CSM goes with customers for the long run.



2 SDK's lack of data collection makes you an infosec superstar

By nature of SDK customer data is a BlackBox. In other words, Customer Success managers are not able to collect customer usage information due to regulations and security issues. This limitation can be turned into a double advantage! Firstly, from an infosec (security information) perspective, but also, to become extra innovative in keeping fingers glued to the pulse of your customers as they develop and launch incredible innovation with your technology offering.

2

3 Technology and automation are your best friends

Get creative with technology, integrations, and automations. Dream big! Consider integrating your entire customer success technology stack (CS Software, CRM, Support, Billing & Slack). This will allow your Customer Success team to scale. Automation and integrations are on your side!



4 Treat each journey as an independent entity

Every part of the customers' journey, starting with onboarding, can be treated as its own independent journey, complete with kick-off and closure meetings. This can be automated for low touch as well as for face-to-face interactions typical for a high-touch engagement plan. In other words, treat each lifecycle stage as its own journey, which includes a start, a middle, and an end.

4



5 Evangelize customer-centricity company-wide

Every department should be customer-centric to effectively support the success of the company. The customer success team can and should evangelize this message. If a company focuses only on sales and product while taking customer success for granted, they are simply driving with "full gas in neutral". With company-wide customer focus, every customer brought in won't churn out on the other end.



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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