

Customer Success

Use Rehearsal to elevate customer relationship and engagement skills.

Challenge

The customer success function is still evolving and is new to many organizations. Many individuals filling customer success positions are coming from other roles within the organization and unfortunately, customer success teams often do not receive specific training related to the new role or how they should engage customers.

Approach

Create programs and scenarios that set up specific situations for your customer success teams to work through. These scenarios can be prompted as role-plays, with the set up video recorded in-character as a hypothetical customer, or simply informational with context of what information they have been provided by the customer.

Benefits

- Builds awareness of each customer success representative's skill level
- Provides a safe place to practice and improve customer engagement skills
- Elevates the overall confidence level of the team in managing their customers
- Emphasize practice of revenue generating skills (upsell, cross sell, expansion, and renewal)
- Identify and share best practices across teams for collaborative development

Applications

- Kickoff or Onboarding Meetings
- System Processes
- Product Demos
- New Feature Discussions/Demos
- Cross-sell/Upsell Conversations
- Renewal Conversations
- NPS Score Follow-up

Industry Example

An enterprise software provider utilizes Rehearsal to up-skill customer service associates to expand their customer success team, ensuring a flawless customer experience and greatly improve retention due to development opportunities.