

# Cambridge Customer Success

Thursday 15th May 2025

**With thanks to:**  
St John's Innovation Centre  
Green Custard Ltd

# Agenda

1. **\*\*Spotlight Topic\*\*** - Low Touch Engagement
2. Quick Pit Stop - Break
3. Key Challenge Areas
4. Networking & Wrap-up

# Low Touch Engagement



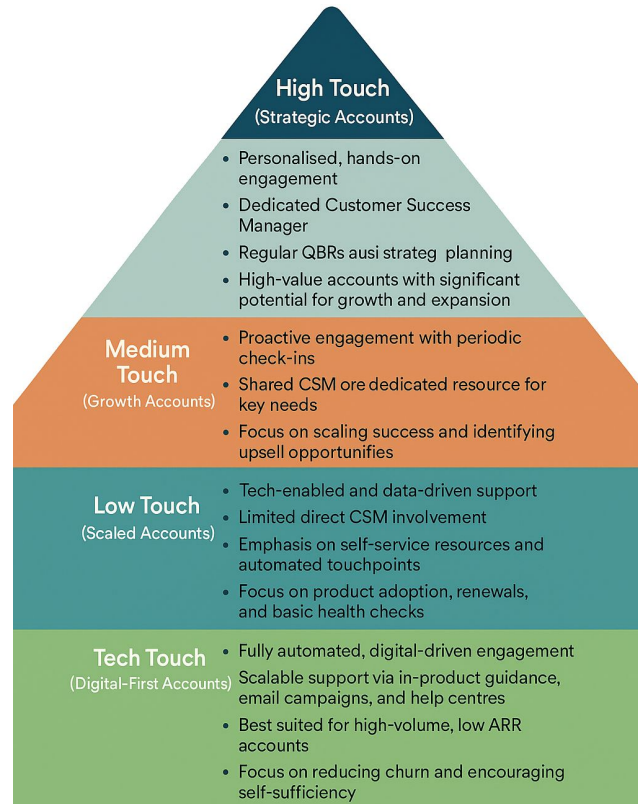
James Harding - Technical CSM / Green Custard

MSc, BSc, MBCS, CCSM

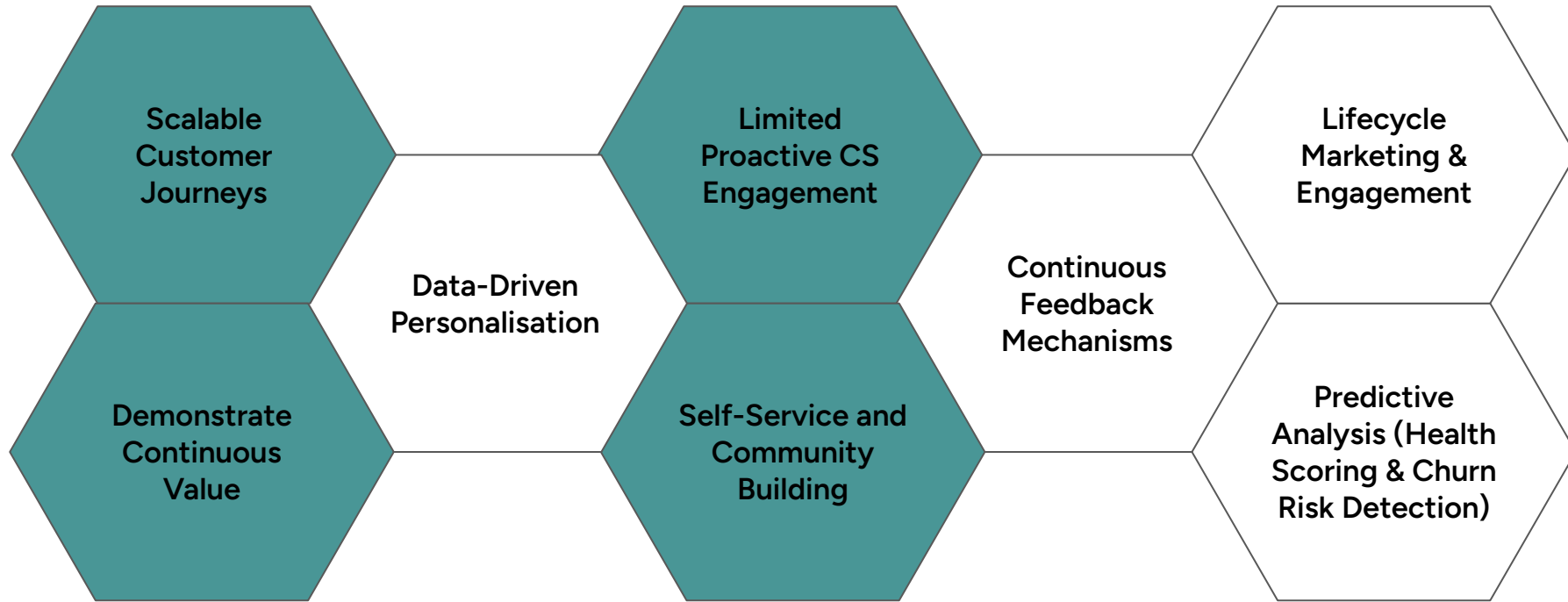
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# Low Touch Engagement

Low Touch accounts benefit from scalable, tech-enabled support with limited direct CSM involvement.



# Low Touch Matrix



# Self-Service and Community Building

Knowledge-Bases

Chatbot & AI

Walk-Me's & Troubleshooting Wizards

Community Building (Digital & Physical)

Gamification Certification



# Self-Service and Community Building - My Takeaway

Don't be afraid to connect your customers.

Connect your customers together in a way that works for your industry.

Connect your partners together.

Leverage industry events.



# Limited Proactive CS Engagement

Outcome Driven Check-Ins

Success Gap Identification

Expectation Setting & Boundary Management

High Impact, Low Effort Engagement

Tools & Methods



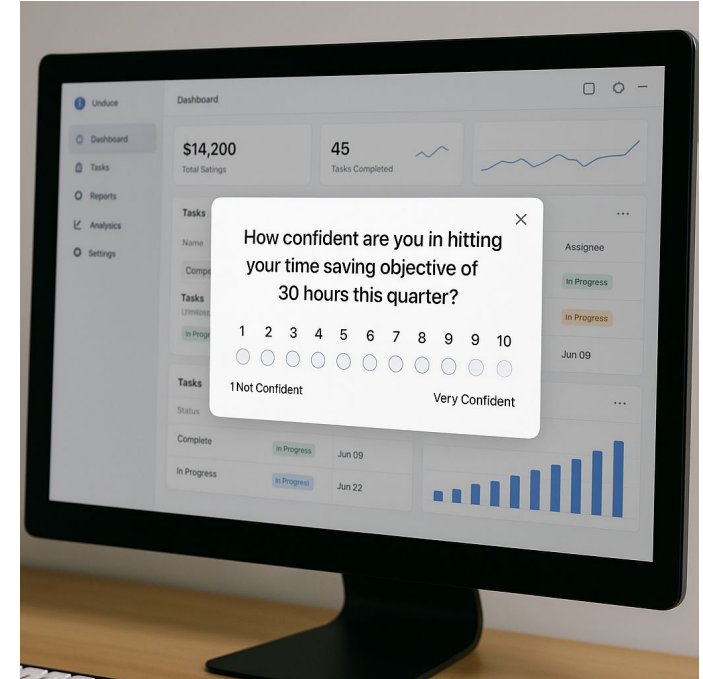


# Limited Proactive CS Engagement - My Takeaway

Outcome sentiment automated interactions.

Playbook triggered on negative responses and declining values.

Utilise Effort Scoring



# Scalable Customer Journeys

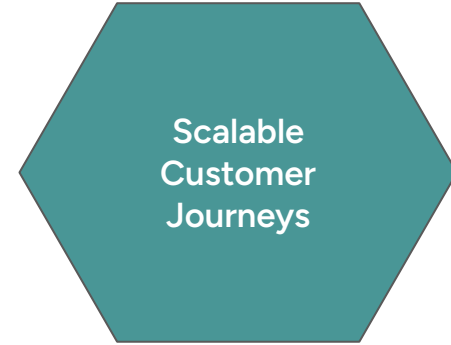
Automated Onboarding and Activation

Digital Health Monitoring and Engagement

Lifecycle Marketing and Upsell Campaigns

Feedback Loops & Continuous Improvement

Tools & Methods



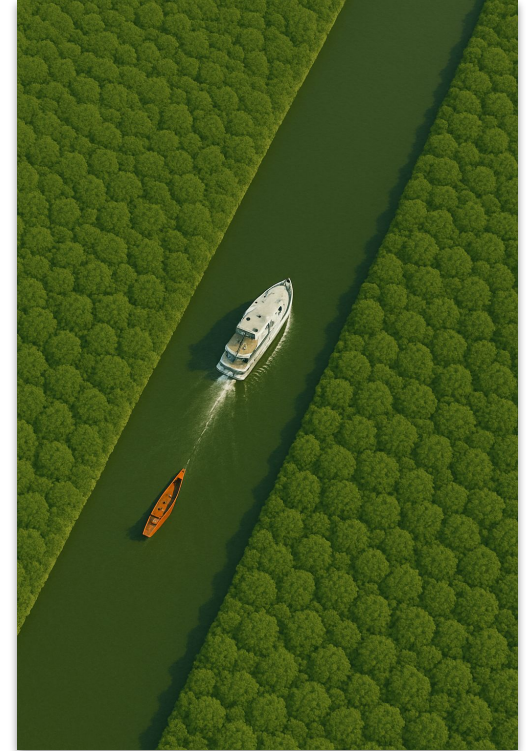
# Scalable Customer Journeys

Always remember there are two onboarding journey's.

1. Company Onboarding
2. Every user onboarding

An individual user onboarding 8 months after launch should be just as clear as to the company's objectives with the tool as those who joined on day one.

Connect customers who are at different journey Stages. Indirectly become mentors.



# Demonstrate Continuous Value

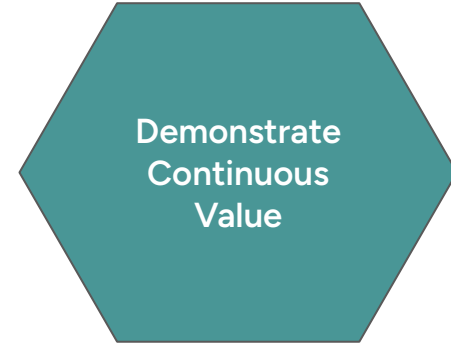
Ongoing Impact and ROI Visibility

Personalised Health and Growth Insights

Customer Stories and Use Case Sharing

Outcome-Based Check-Ins and Reviews

Trending Tools & Methods



# Demonstrate Continuous Value

Make your champion look good within their own business.

Give them the tools to share their success across their business and network.

Don't just focus on the core metrics but tie back to the original problem statement and desired outcomes.

## SAAS PRODUCT- OUTCOMES SPOTLIGHT

### Achieved 30% Faster Project Turnaround



Increased  
Efficiency  
**+40%**



Cost Savings  
**\$150,000**

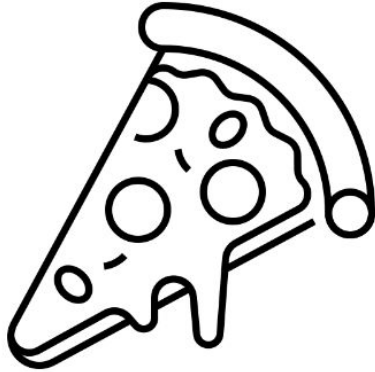


Faster Decision  
Making  
**50% reduction**



**John Doe**  
Senior Project Manager

# Quick Pit Stop



# Key Challenge Areas

# Key Challenges - Open Discussions

- Scaling Customer Success Efforts
- Customer Retention and Expansion
- Measuring and Communicating Value
- Effective Use of Customer Data
- Cross-Functional Collaboration



# Thank You For Coming

## Next Meetup



Please do share your feedback from today :)

[Cambscs.co.uk/feedback](http://Cambscs.co.uk/feedback)