

Cambridge Customer Success

Thursday 17th July 2025

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

Agenda

1. Customer Success A Growth Engine, Not A Cost Centre
2. Gaining Access to Customer Decision Makers - (Tanya Goode)
3. Peer Challenges - Open discussion and questions
4. Networking & Wrap-up

Customer Success A Growth Engine Not A Cost Centre



James Harding - Technical CSM / Green Custard

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Preaching to the converted

I know I'm preaching to the converted.

We all work in CS because we believe and understand the positive impact that CS has within a business.

But sometimes Customer Success Managers find it hard to turn internal stakeholders into champions of Customer Success.

- ""What does CS actually do?""
- ""Isn't that just support?""
- ""We can't afford CS we should focus on the Sales Team""

Without CS, Risk Goes Up

Customer Success Teams focus on proactive activities to mitigate risks and take advantage of opportunities.

- Account Managers and Support can't proactively manage risk - they're reactive.
- Missed warning signs = surprise churn, poor NPS, unhappy references, bad reviews.
- No single function owns long-term value delivery without CS

CS laser focuses on CLTV whilst freeing up other teams to focus on their priorities.

- Sales: CS keeps customers happy, leading to natural expansion, renewals and new ops.
- Support: CS reduced reactive load through proactive guidance and education.
- Product: CS filters signal from noise, delivering clear customer value needs.
- Marketing: CS provides a constant stream of customer quotes and case studies.

Reap the rewards of CS as a Growth Engine

Customer Success Teams are typically the owner of the 4 main Growth functions.

- **Retention**

Sustaining revenue by keeping existing customers is the foundation of long-term growth.

- **Expansion**

Growing revenue within accounts through upsells, cross-sells, or usage increases drives scalable growth.

- **Advocacy**

Happy customers who refer, review, or co-market attract new business and lower acquisition costs.

- **Progression**

Captures customer maturity, growth in usage/adoption, and lifecycle advancement.

Metrics Matter - Quantitative

Quantitative metrics provide a foundation for tracking performance and provide a factual layer to show to the business the benefits Customer success brings.

- Net Revenue Retention (NRR) ($\text{Starting MRR} + \text{Expansion} - \text{Contraction} - \text{Churn} / \text{Starting MRR}$)
- Gross Revenue Retention (GRR) ($\text{Starting MRR} - \text{Contraction} - \text{Churn} / \text{Starting MRR}$)
- Expansion Revenue
- Churn Revenue / Churn Rate
- Customer Lifetime Value (CLTV)
- CSQLs (Number of Customer Success Qualified Leads)
- CSCL (Number/Value of Customer Success Converted Leads)

Tip: Show a aggregated total for additional revenue driven by Customer Success.
CS Expansion Revenue 2025: £189,000

Discussion - Open to the floor

- Have you encountered any negative comments in relation to Customer Success, how did you respond?
- How do you highlight the value Customer Success brings to your business?
- What do you think the impact would be if Customer Success was no longer a function within your business?

“Nothing is more important to us than... Customer Success.”

Marc Benioff - Founder & CEO, Salesforce

“Customer Success is where 90% of the Revenue is”

Jason Lemkin - Co-Founder EchoSign

“Mark Benioff created Customer Success out of his need to reduce churn. Steve Jobs created Customer Success out of his intuition that it would increase attitudinal loyalty to Apple Products”

Nick Mehta - CEO Gainsight

“It takes 20 Years to build a reputation and 5 Minutes to ruin it.”

Warren Buffett - CEO Berkshire Hathaway

Gaining Access to Customer Decision Makers



Tanya Goode - Senior CSM / Workiva

Peer Challenges - Open Discussions & Questions

1. What are people's experiences with Customer Success training and certification?
2. Is everyone using a CS Tool, if so which ones, if not, what are you using to track client actions, health scores etc?
3. What's your biggest current CS challenge?

Thank You For Coming

Next Meetup



Please do share your feedback from today :)

Cambscs.co.uk/feedback