

Waterstone and Gainsight Mount Successful Customer Success Workout

April 2016

Waterstone recently partnered with Gainsight to deliver an intensive, two-day Customer Success Workout in Chicago. The session was designed for software companies just launching Customer Success programs or needing to scale existing Customer Success organizations. It brought together a broad range of executives, practitioners, and industry experts with the explicit goal of providing a catalyst for the participants in key Customer Success topic areas, including customer lifecycle, operating model, enablement & scale, and economic model.

Over the two days, seven software companies serving industries ranging from supply chain design to talent management shared current practices, discussed goals and tactics, and tailored frameworks and approaches, all culminating in action plans that will decidedly help accelerate their Customer Success initiatives.

Dhaval Moogimane, a Waterstone Partner and one of the chief architects of the workout, commented, “We’re delighted with the outcome from the Customer Success workout. The high energy of the session and level of engagement by the participants validate the power of the workout-style format to jump start Customer Success efforts.”

Participants shared Dhaval’s enthusiasm. According to one participant, “All of the topics covered were very useful...the session was extremely valuable.” Another participant found it to be “very helpful and insightful,” adding that “We have and will continue to institute material(s) from the workout.”

Based on the success of the program, Waterstone and Gainsight plan to host another Customer Success Workout in the fall. If you are interested in participating in this session, please contact us at information@waterstonegroup.com.

About the Customer Success Workout:

Customer Success means ensuring that users adopt your technology and are able to quickly and measurably derive value from it. While the definition is simple, many software companies struggle with designing an effective, scalable model that touches on all aspects of the post-sale customer experience. To help companies facing this challenge, Waterstone and Gainsight designed an intensive, two-day Customer Success Workout to provide executives with the tools they need to successfully design, launch, and scale their Customer Success programs.

