

THE VALUE OF PEOPLE

Driving Revenue with
Customer Success at Scale

An overreliance on AI and automation could be
costing you more than you know.



INTRODUCTION

DETERMINE THE RIGHT
CUSTOMER SUCCESS
PARTNER FOR YOU

THE IMPACT OF HUMANS
VS. TECHNOLOGY

SUCCESS STORY

IMPLEMENT HUMAN
TOUCH AT SCALE

ENHANCE YOUR CUSTOMER
SUCCESS STRATEGY

1 INTRODUCTION

Customer Success leaders are increasingly leveraging AI and automation to drive efficiency, streamline operations, and reduce costs. The capabilities of technology to handle high volumes of repetitive tasks can empower human teams to focus on higher-value initiatives and build deeper customer relationships. However, an overreliance on technology can leave some customers feeling neglected. When effectively combined and scaled, technology plus human interaction can take customer experiences to new heights uncovering opportunities and previously missed revenue.

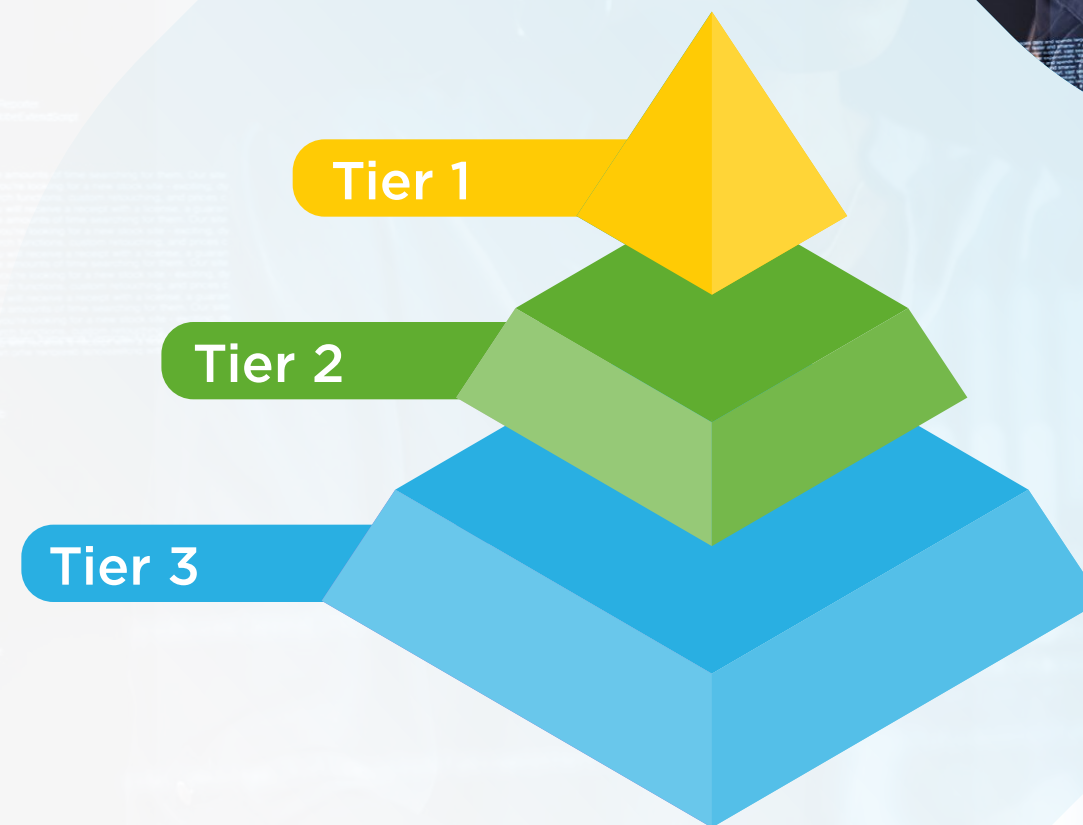
In this eBook, you'll realize the impact of scalable human interaction and uncover a cost-effective solution to drive revenue with a human-centered Customer Success strategy.

2 THE IMPACT OF HUMANS VS TECHNOLOGY

Your customers represent your most significant revenue growth potential, but many are being overlooked due to resource constraints and attempts to do more with less. Many businesses receive a large portion of revenue from a small number of top-tier accounts.

Tier 1 consists of the largest accounts that receive the most proactive engagement from Customer Success managers. With more resources focused on these prominent customers, **tiers 2 and 3**, containing midsize to smaller accounts, often miss out on meaningful human interaction.

Lower-segmented accounts predominantly receive automated outreach and troubleshooting by digital engagement such as virtual assistants and chatbots.





While technology can bring significant low-effort ROI and many customers have had a positive experience with it, 60% of people are concerned that chatbots cannot accurately understand their queries and 77% of consumers believe positive customer experience still requires human interaction.

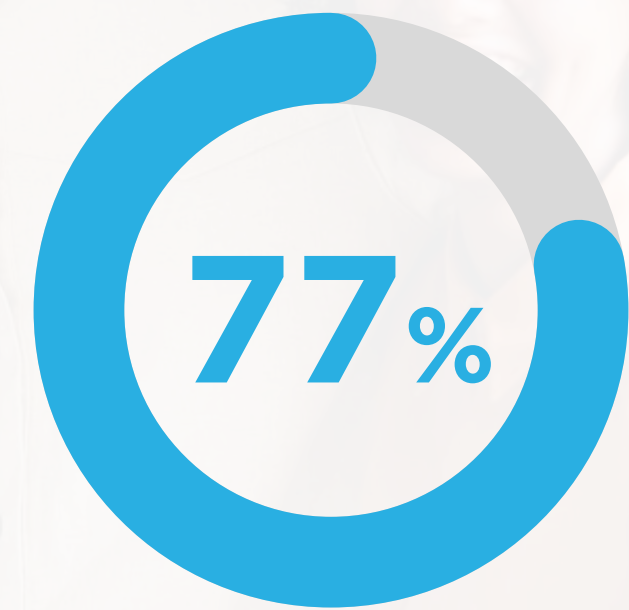
An overreliance on tech can reduce meaningful connections with customers, lowering renewal rates and upsell opportunities. These smaller revenue accounts may seem minor individually, but failure to nurture them with a human touch can accumulate into significant missed revenue growth over time. Finding the right synergy between AI and humans will be key to long-term success.

The Importance of Human Interaction



of people are concerned that chatbots cannot accurately understand their queries.

(Business Insider)



of consumers believe positive customer experience still requires human interaction.

(CXscoop)



Human connection with all accounts is crucial to maximizing revenue growth.

Humans can have more empathetic and personalized conversations than technology alone. This gives Customer Success teams a superior understanding of customers' needs and product usage. Enabled by human emotional intelligence and empathy, it drives improved renewals through:

- 1 Brand loyalty**
via relationship building and personalized engagement.
- 2 Better value realization**
by identifying customers' knowledge gaps.
- 3 Communication**
of needs to extended teams for product/service improvements.
- 4 Up-sell/cross-sell opportunities**
as needs change.
- 5 Greater emotional intelligence**
to handle complex issues and provide empathy, which technology lacks.

STRENGTHS OF AI AND HUMAN TOUCH

AI Chatbots:

The rise of digital assistants

- ✔ Swift response times
- ✔ Language customization
- ✔ 24/7 availability
- ✔ Cost efficiency
- ✔ Continuous learning

The Human Touch:

Unmatched empathy and personalization

- ✔ Empathy and trust
- ✔ Cultural sensitivity
- ✔ Experience-driven approach
- ✔ Understanding human tone
- ✔ Complex problem solving

The core advantage of human connection is understanding context, picking up on nuances, and showing authentic empathy. While AI has a multitude of strengths, finding the right balance between the two is easier said than done when it comes to scaling Customer Success operations.

3 HUMAN TOUCH AT SCALE

In theory, providing a human touch to all customer segments is great, but many leaders don't have the budget or resources to implement this strategy.

Partnering with a managed services provider is a great option to deliver human touch at scale, enabling you to reach more accounts at a much lower cost than in-house alone. Finding a third party to support Customer Success is an important and careful decision.

Read on to learn how to weigh the benefits of outsourcing and key factors to consider when evaluating support providers.

HOW CAN A CUSTOMER SUCCESS PARTNER BENEFIT YOUR BUSINESS?

“**The financials are there - you just have to look at Customer Success from a different perspective. Human interactions matter, and you can do it in a cost-effective way.**”

-David Mangham, Head of Global Customer Success at Tek Experts

Save time and money

A partner can support up to 5X more accounts for the exact cost and assumes responsibility for recruiting, training, managing, and retaining talent. This enables you to focus resources on other core business priorities.

Increase revenue

A partner can provide human engagement to any customer – especially those in the lower segmented tiers that may be currently overlooked. At the same time, your team can focus on strategic accounts or other business priorities. Engaging with all customers and having the capacity to deepen relationships with those key clients, increases the number of opportunities for up-selling, cross-selling and helping customers realize the total value of your products/services.

Reduce churn

While you maintain focus on large accounts, a Customer Success partner can focus on engaging other customer segments and addressing complex issues with technical expertise and empathy.

Improve agility

Given the current tech talent shortage and economic volatility, a partner provides flexibility to quickly adjust the size of your Customer Success teams to current and future market conditions.

Build deeper customer relationships

A partner with global language capabilities that match your customers' needs can provide a more personalized customer experience without the need for you to open a new site or source talent in your customers' regions.

4 DETERMINE THE RIGHT CUSTOMER SUCCESS PARTNER FOR YOU

Understand where a partner can provide the most support with the least disruption to your current team and processes.

Top Customer Success Challenges

- Escalating cost to serve including increased renewal rates and employee salaries.
- Missed revenue opportunities and high levels of churn with underserved segments.
- Sourcing and hiring the right talent.
- Unmanageable employee attrition and limited coverage.
- Upskilling and reskilling your workforce.



70% of tech companies say a tech skills shortage is holding them back—the highest level since 1998.

Nash Squared, Digital Leadership Report 2022



KEY DRIVERS INFLUENCING BUYER DECISION-MAKING FOR THIRD PARTY PROVIDERS

Assessing any third party provider that will have an integral role, such as direct contact with your customers, needs to be handled with care. Focusing on supporting your Tier 2 and 3 segments is a great place to start.

Step 1:

Identify the key challenges you are looking to immediately address.

Step 2:

Explore solutions that directly solve those top challenges. Look for well-rounded providers that deliver solutions to industry challenges such as:

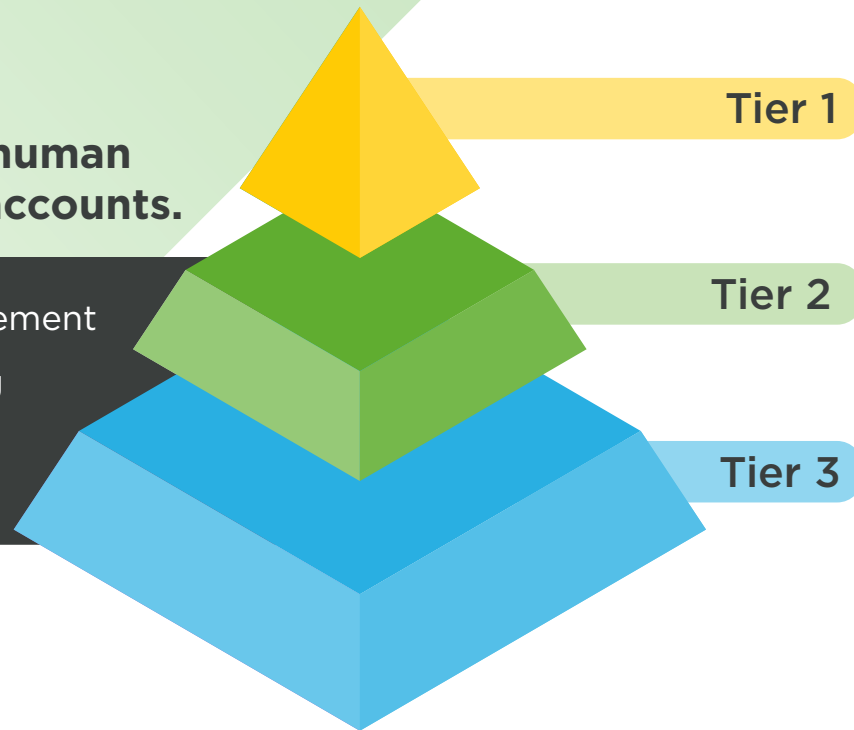
- Access to skilled talent
- Global support capabilities
- Cost-optimization
- Resiliency and efficiencies

Step 3:

Confirm that partner provides outsource readiness materials to ensure success.

A partner can bring a human touch to opportunity accounts.

- Multi-Persona/Role Engagement
- Proactive Success Planning
- Partner/Channel Digital Engagement



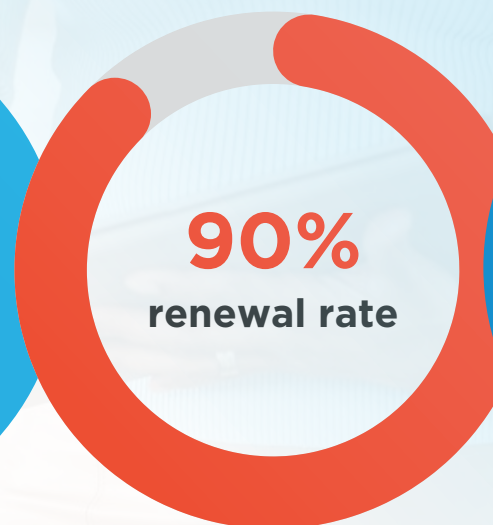
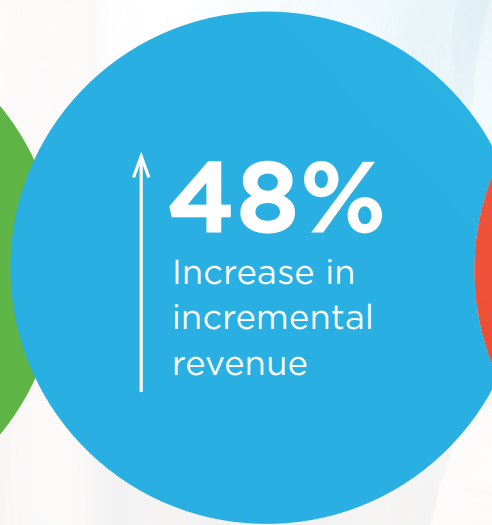
5 SUCCESS STORY

Maximizing customer lifetime value

A major software provider with aggressive growth goals came to us sharing their direct sales force was focused on new sales and didn't have time to focus on existing customers.

They knew nurturing and building customer relationships were key to renewals and long-time value.

So, we joined forces.



6 ENHANCE YOUR CUSTOMER SUCCESS STRATEGY

The right Customer Success partner empowers you to boost financial performance, maximize customer value and improve customer experience. More than a vendor, they become a trusted advisor - an extension of your team aligned to your priorities.

Tek Experts supports the world's biggest and most respected organizations to establish or extend best-in-class Customer Success operations that drive value throughout the entire customer lifecycle.

Our experienced Customer Success Managers (CSM) act as a seamless extension of your CSM team, focused on retaining and growing currently under-served customers across multiple geographies and local languages.

Your Tek Experts CSMs will mirror and augment your own CSM activities, working to your metrics and proactively advising customers on ways to maximize the value of your products. We can also work with you to establish best-in-class processes and operational frameworks.



How it works



We can manage the end to end customer lifecycle or augment an already scaled internal CS operation with an “a la carte” offering.

CONNECT WITH US

The future of Customer Success lies in strategically blending purpose-built teams with internal capacity and technology. This unique approach grows revenue through expanded reach while optimizing budgets focused on your core customers.

Interested in enhancing your Customer Success strategy to drive revenue while optimizing costs?

[Get a free consultation](#)

tek-experts.com

