Cisco Customer Success Manager

Course Outline

1. End to end project management in agile mode - Its important for a CSM to know how a project shapes from the scope to delivery and his/her role in this whole framework. At the end of the day, a CSM is the face of the customer/client.

2. How to increase customer satisfaction, adoption and retention

3. Effective sales techniques for a B2B, both up-selling and cross selling - Product or Service

4. Business Account Transformation or Change Management - Demonstrate thought leadership and best practices

5. Agile Delivery

6. How to prune consultative skills

7. When to consider an account or customer to be strategic one and how to make them one

8. Understanding Risk Management - Basics awareness to anticipate, mitigate risks associated with project implementations

9. How to implement a project, be it a product or service based

10. Contract Renewals - Deliver successful customers to the contract renewal cycle and lead the renewals process to minimize customer attrition.

11. SLA fulfillment and appropriately work with analyst and operations teams for corrective and preventive measures.

12. How to work with engineering and product teams, to help them understand the client requirements on a product, write BRD's and successfully execute software integrations inclusive of unit testings, UAT's and go live

13. Last but not the least, develop training programs and targeted course materials and run for both client and their vendors