NEXT UP!

Customer Success – din suksess er vårt oppdrag

STAFFAN STENDAHL, CHIEF CUSTOMER OFFICER

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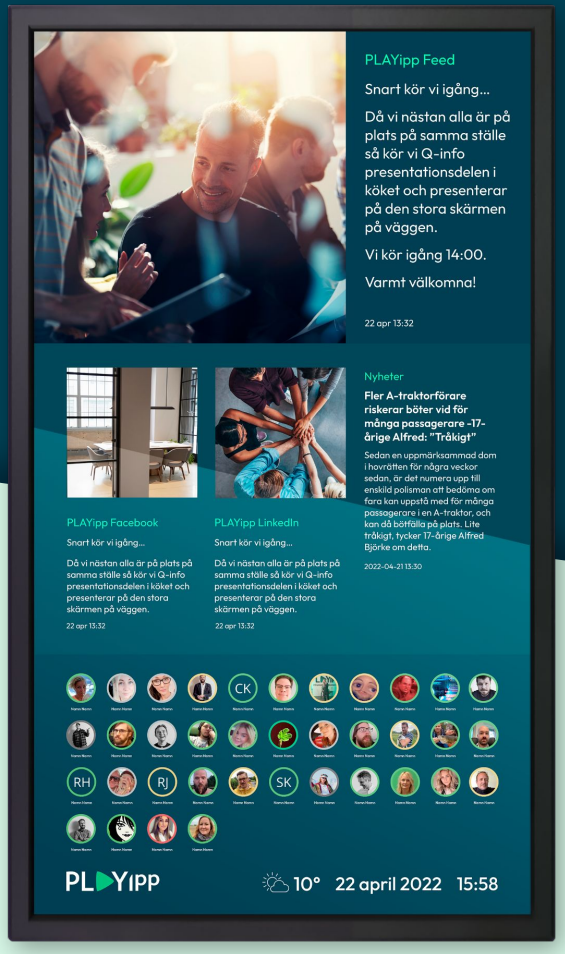
Creating value throughout PLAYipp

-

Customer Success



20+years in communication

Internal communication enthusiast

CCO - PLAYipp

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Why PLAYipp?

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Easy to use platform

Seamless integration ecosystem

Cutting-edge product innovation and security

Dedicated local success and support team

Best in class partner network

Sales and marketing to support partners

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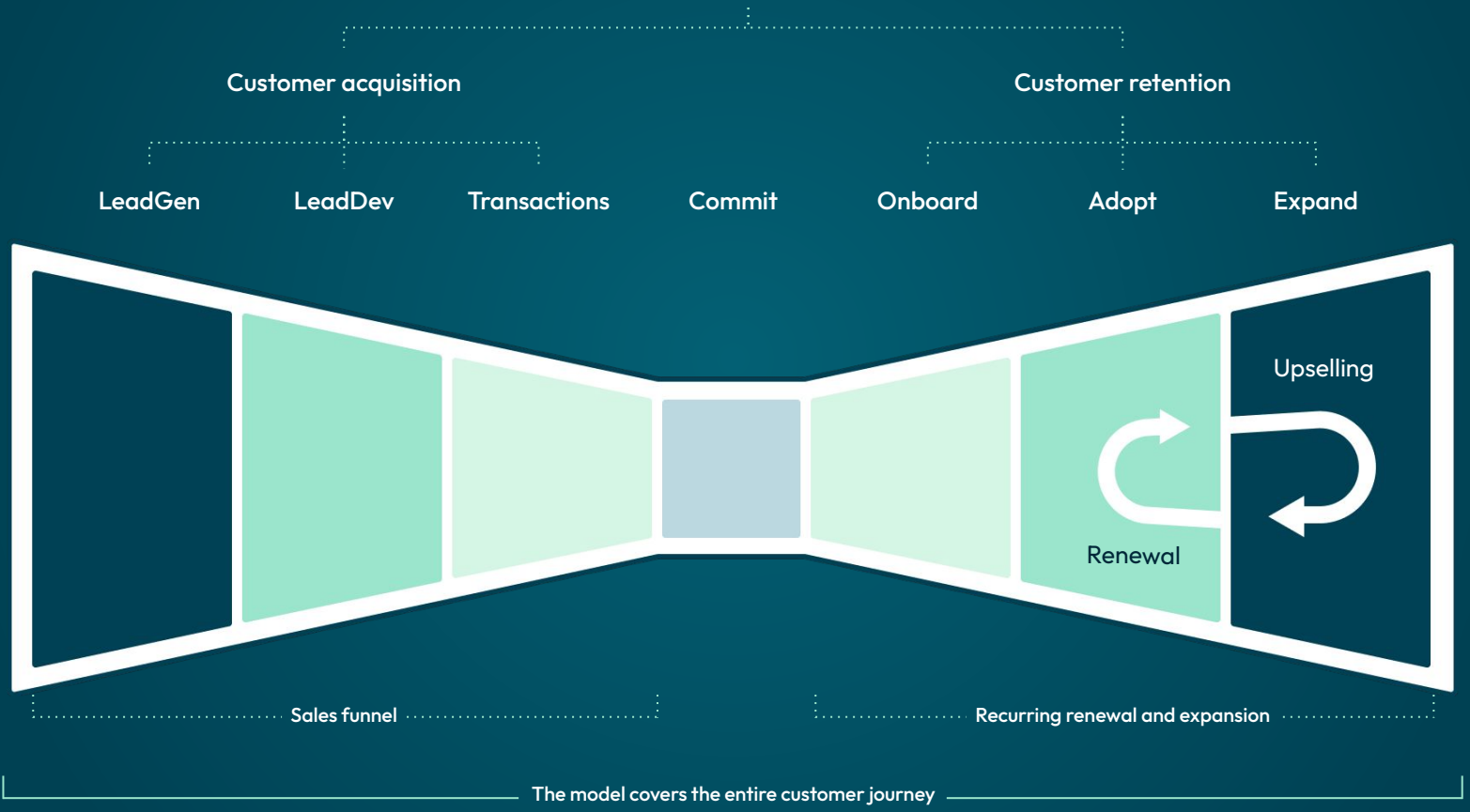
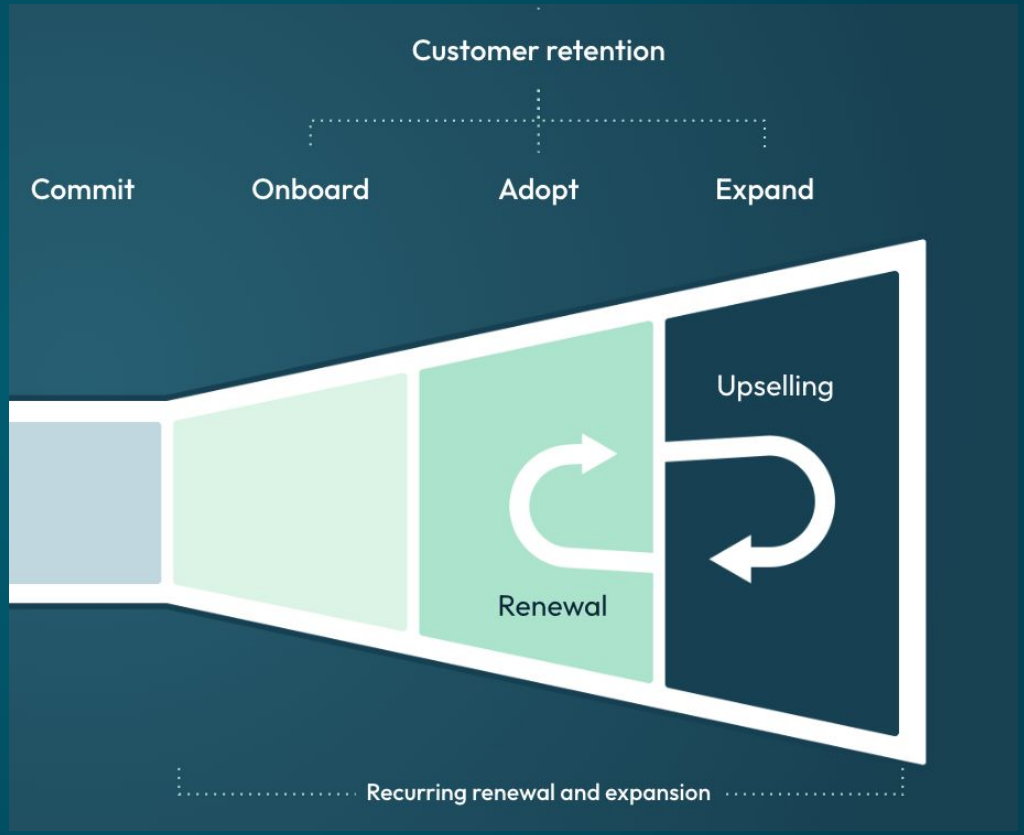
Customer journey



But why customer success?

success is customers.


Customer retention
Commit
Onboard
Adopt
Expand
Upselling
Renewal
Recurring renewal and expansion

What did we see?

Onboarding is vital

Presence is important

Growth is possible

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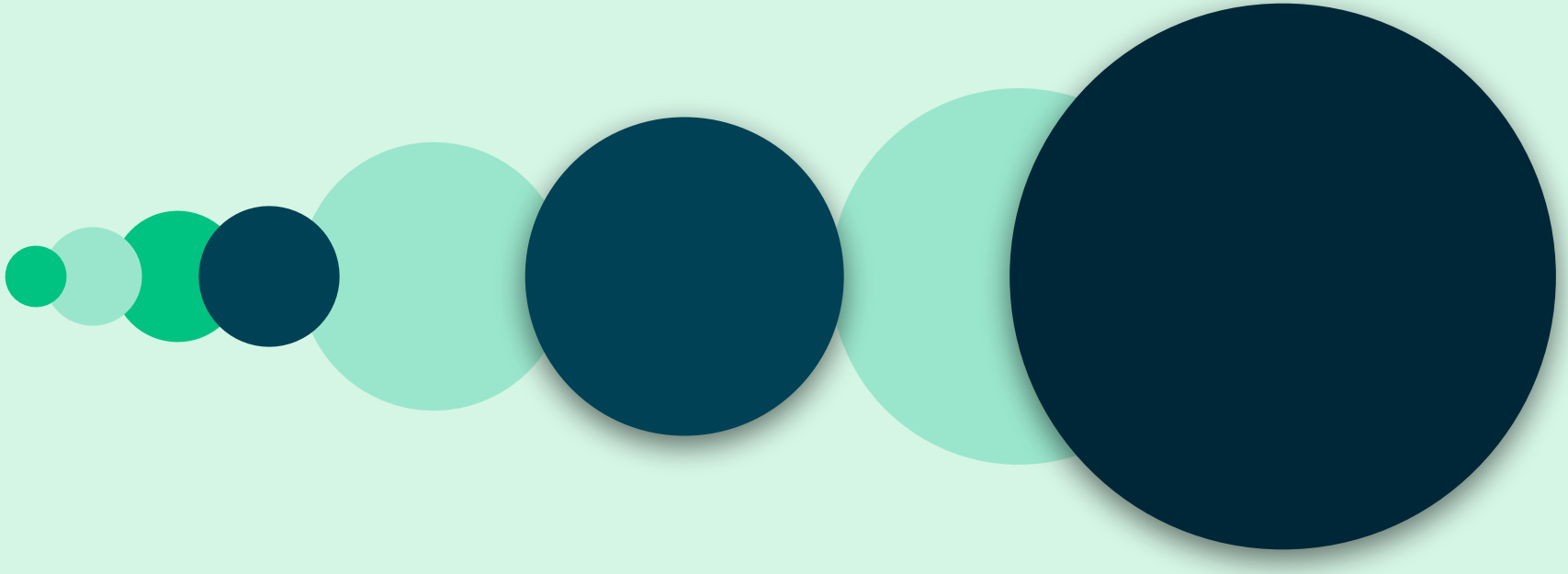
What did we do?



Tech Support

2010

Enlarge Tech support

2015

Education staff

2018

Fully staffed department

2024

2026->

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This is what we do today

1. Onboarding

2. Training

3. Support & first line

4. Project management

5. Implementation planning

6. Dedicated manager

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Knowledge hub

- Tech deep dive
- Step-by-step guides
- Long term knowledge
- Video

Webinars

- Straight forward “function to function”
- Trigger events
- Introduction to new features
- Know-how

Email

- Any questions
- One way in
- Tracked in support flows

Chat

- AI Supported for quick response
- Live team members in tech & Support
- Quick response
- Any language

CS meetings

- Complex set-ups
- Success calls
- 1-1 meetings
- Problem Solving

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Utilise
- Network
- Know-how
- Curiosity

Develop
- Relationship
- Usage
- Knowledge

Evaluate
- Solution
- Skills
- Next step

Understand
- Problems
- Functions
- Needs

Summary

Co-operate with sales

Make sure we get the customer

Onboard to product - Onboard to product

Support, Support and Support

Relationship is everything

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Q&A // Discussions

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