

The Customer Success Manifesto

Guiding principles of great Customer Success

Value

— over —
customer management

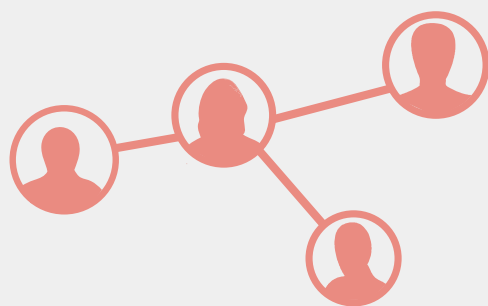


Customer actions

— over —
words

Real-time sensors

— over —
historical snapshots



Contextual engagement

— over —
periodic check-ins

All customers

— over —
high-value customers



All users

— over —
buyers and decision makers



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