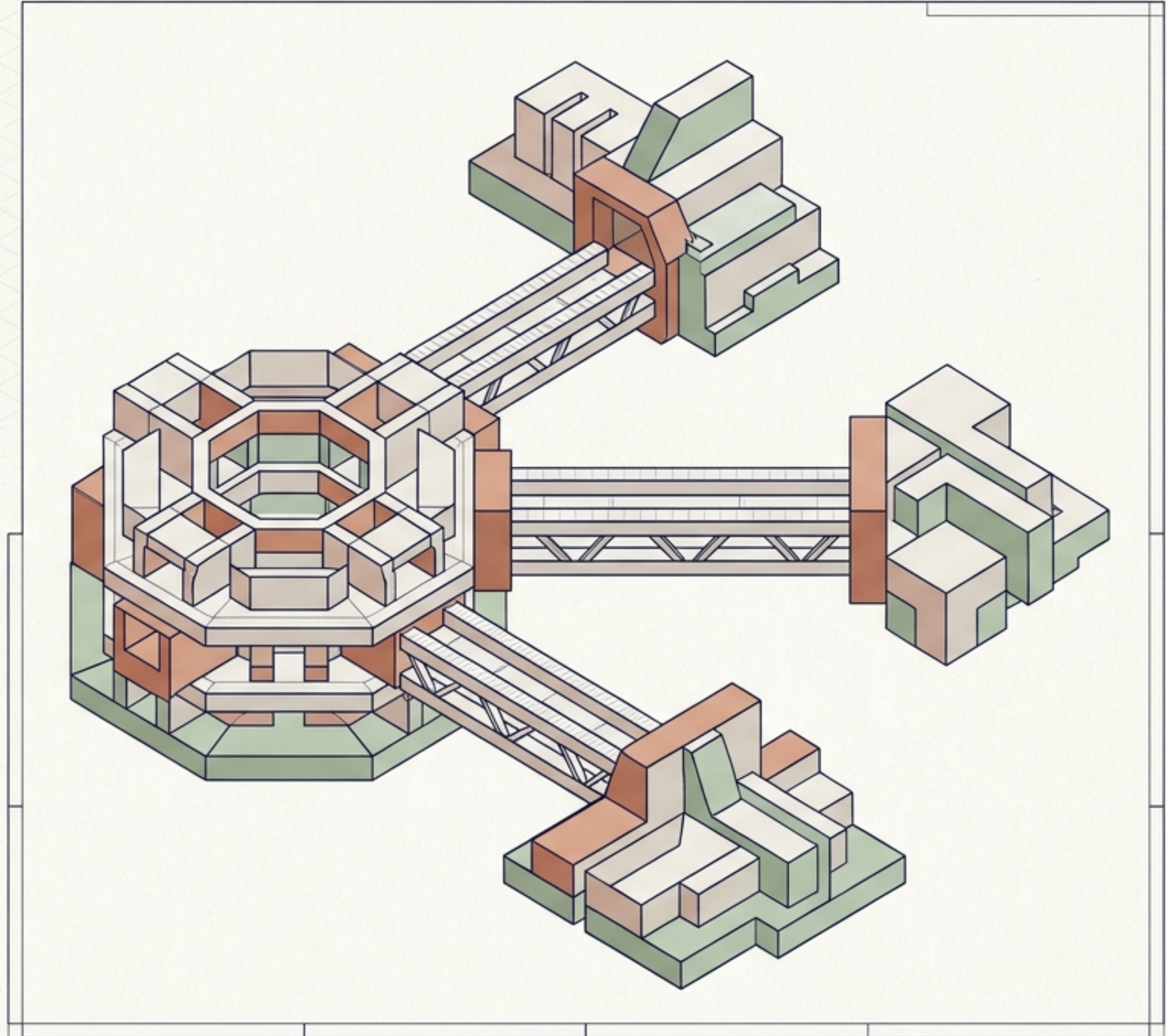


Collaborating with Customer Success to Drive Retention

The operational blueprint for transforming proactive support into long-term customer loyalty.

Based on the insights of Mayuresh Shilotri.



The Paradigm Shift

	Traditional Service	Customer Success
	Post-factum issue resolution	Proactive outcome achievement
	Break-fix and episodic timeline	Continuous across entire customer journey
	Mere transaction satisfaction	Maximum product value and loyalty
	Reacting to support tickets	Anticipating future challenges & integrations

The Retention Dashboard



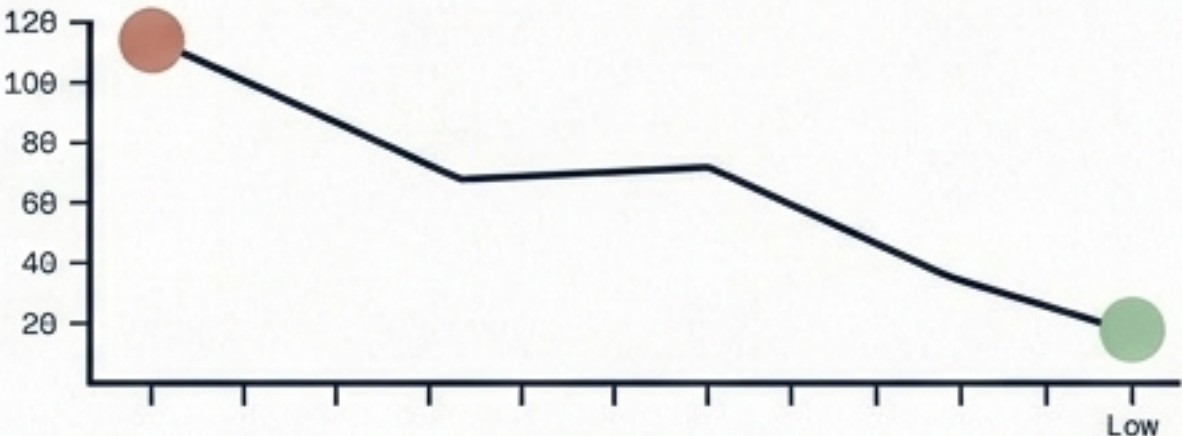
NPS (Net Promoter Score)

Gauges advocacy and loyalty. High scores indicate strong retention health.



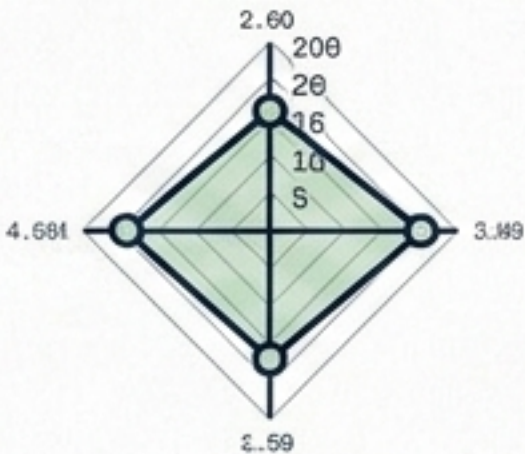
CLV (Customer Lifetime Value)

Justifies resource allocation by proving the long-term value of retention over acquisition.



Churn Rate

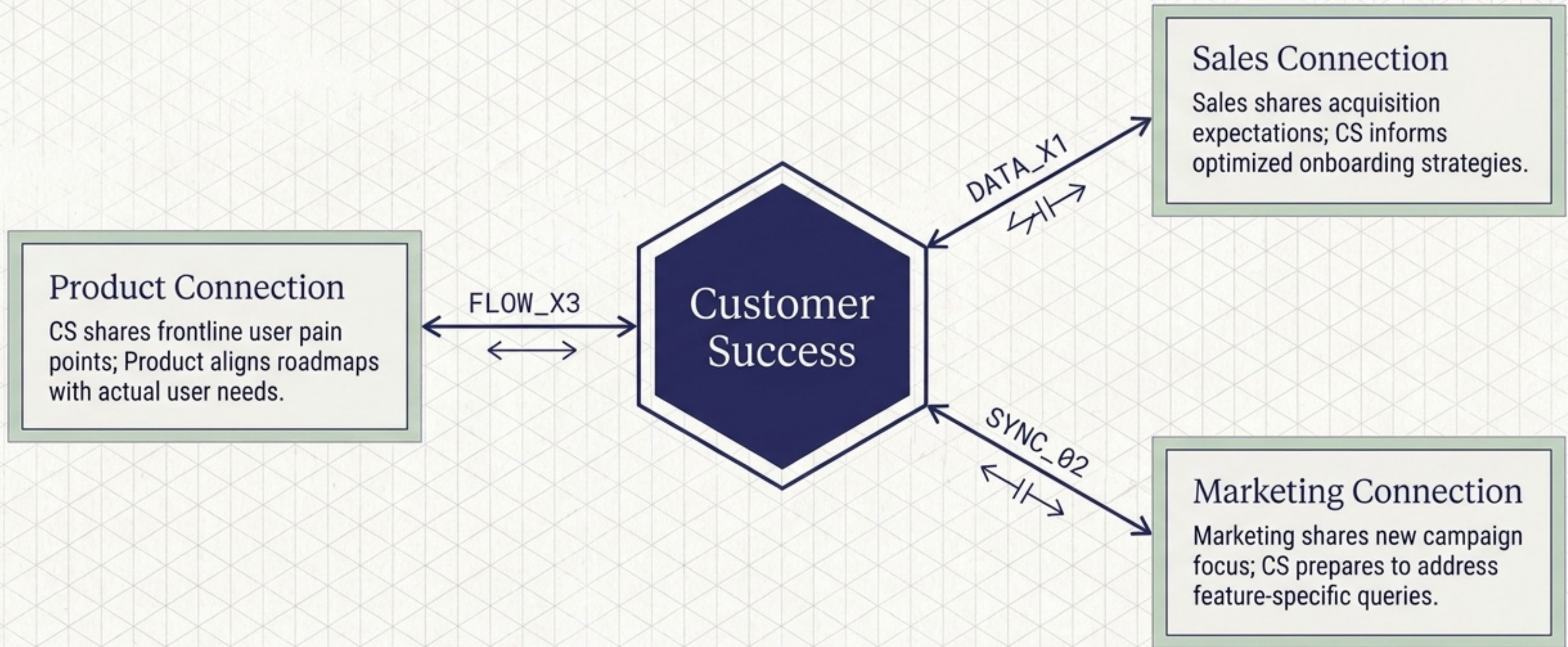
The direct health indicator. Segmented analysis reveals precise product or support gaps.



Engagement Metrics

Usage frequency and feature adoption rates. Acts as the early warning system for loyalty.

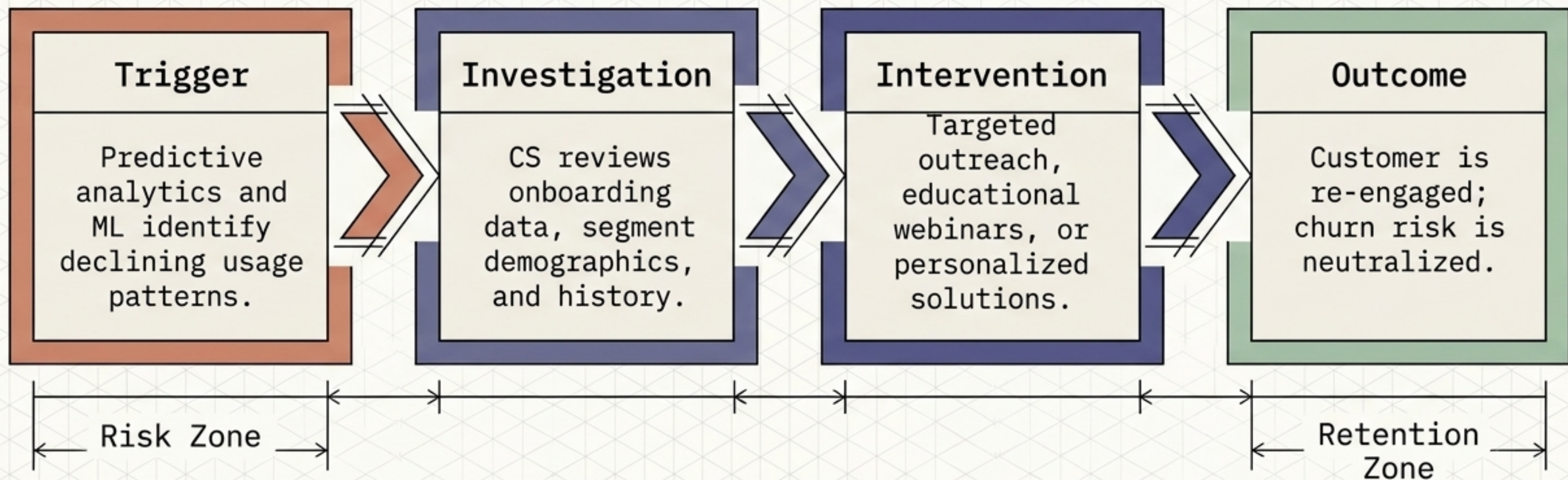
The Collaboration Hub



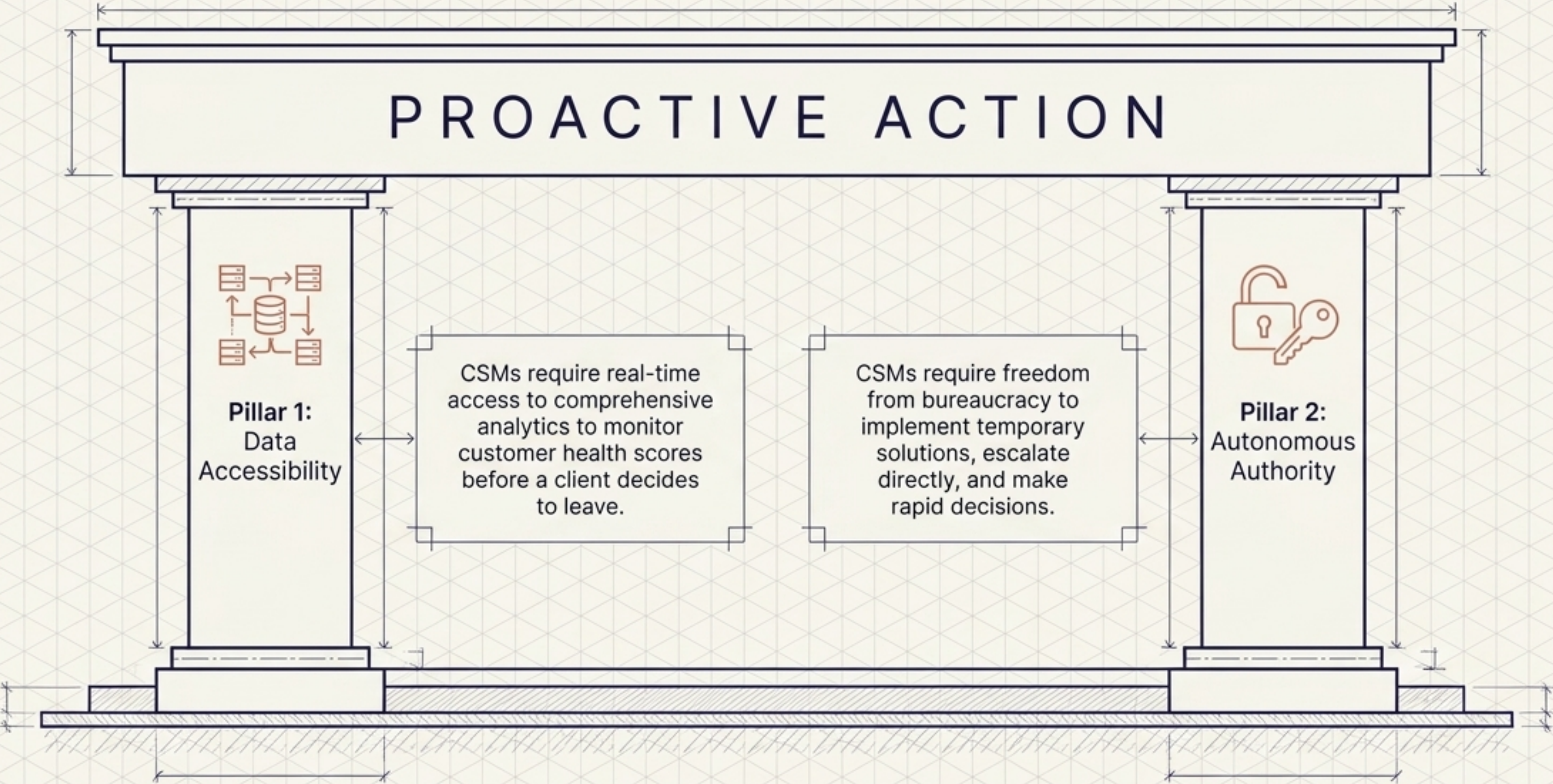
The Product-Success Pipeline



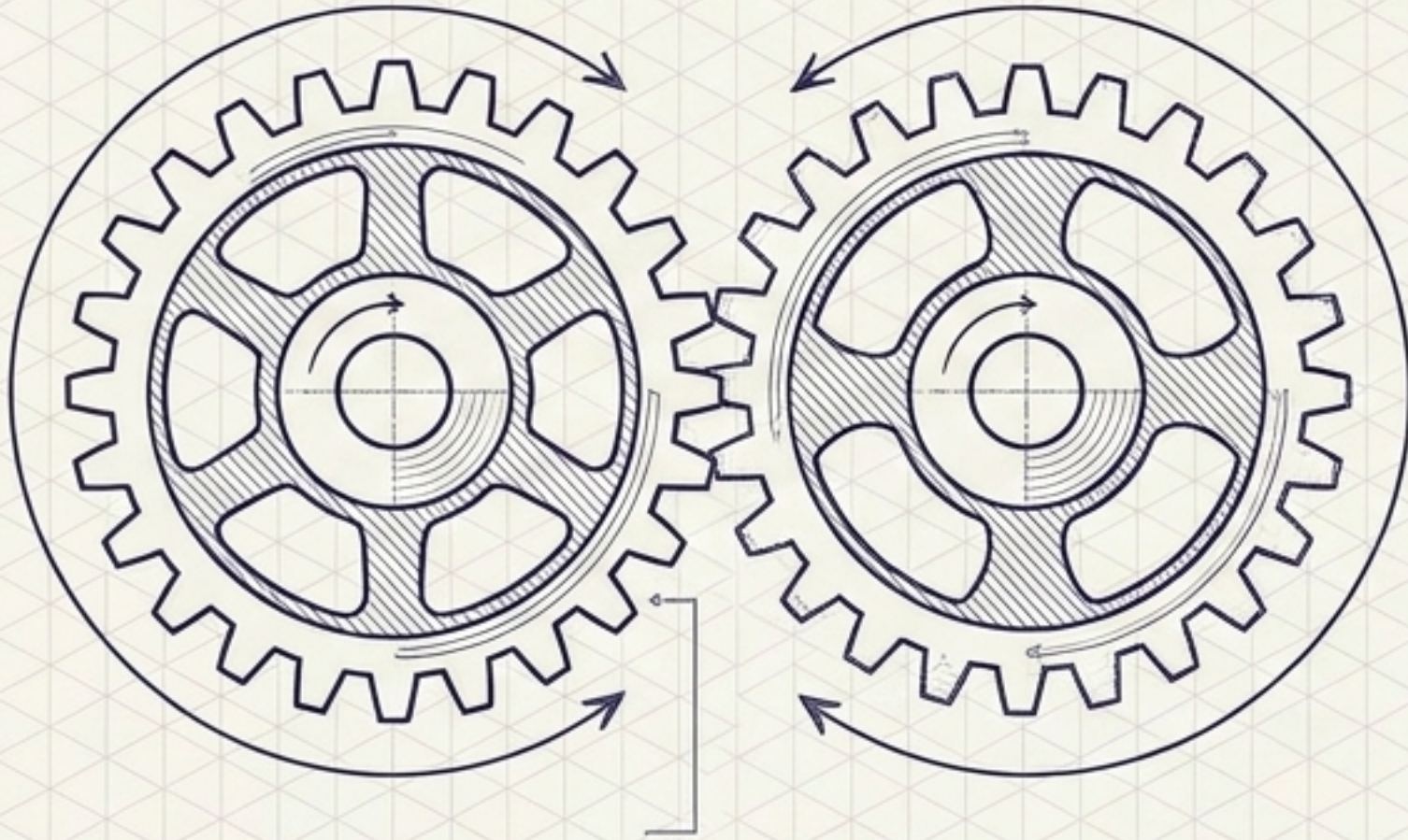
The Churn Intervention Timeline



Empowering the CS Engine

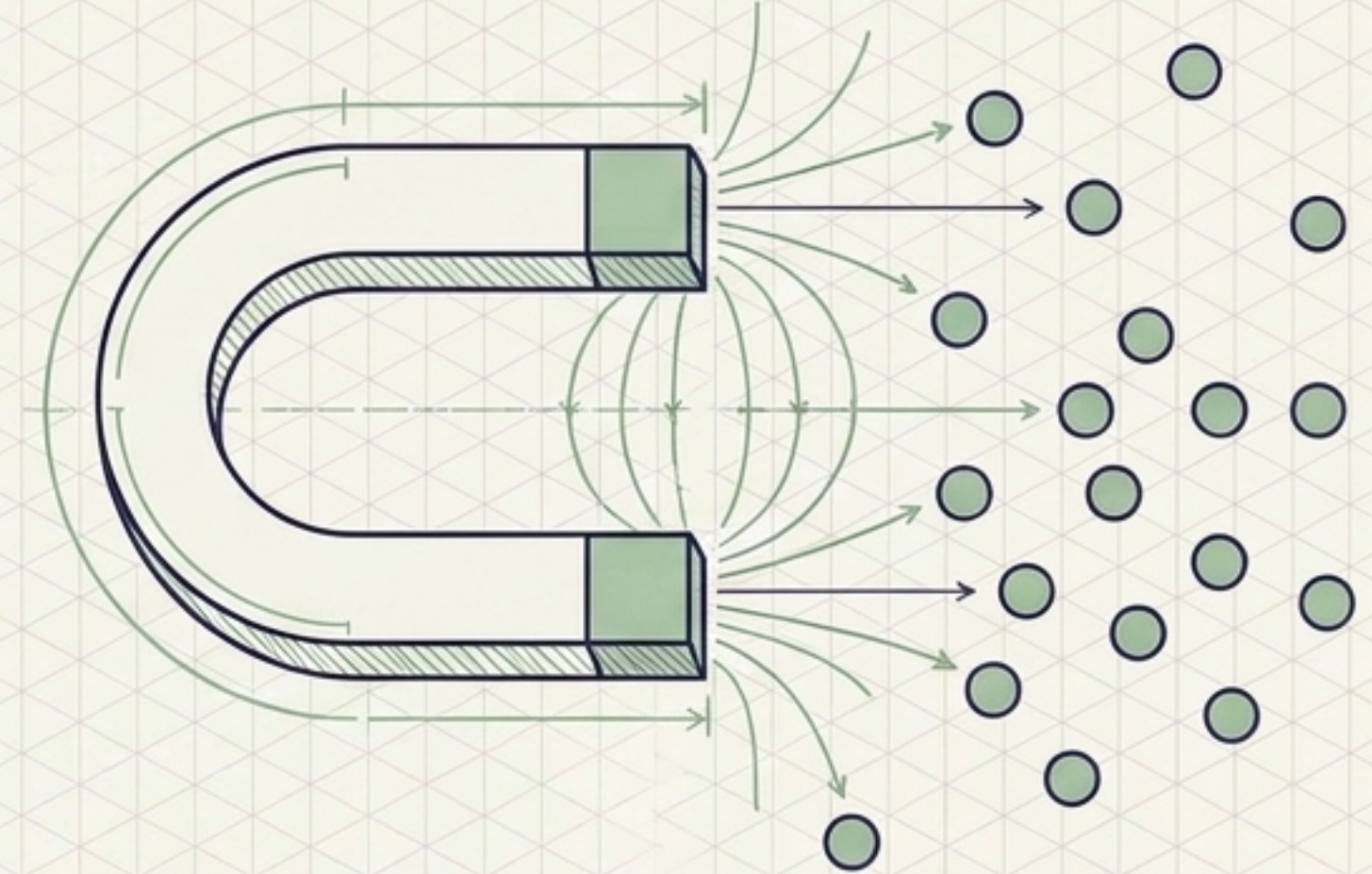


Measuring & Multiplying Impact



Internal Alignment

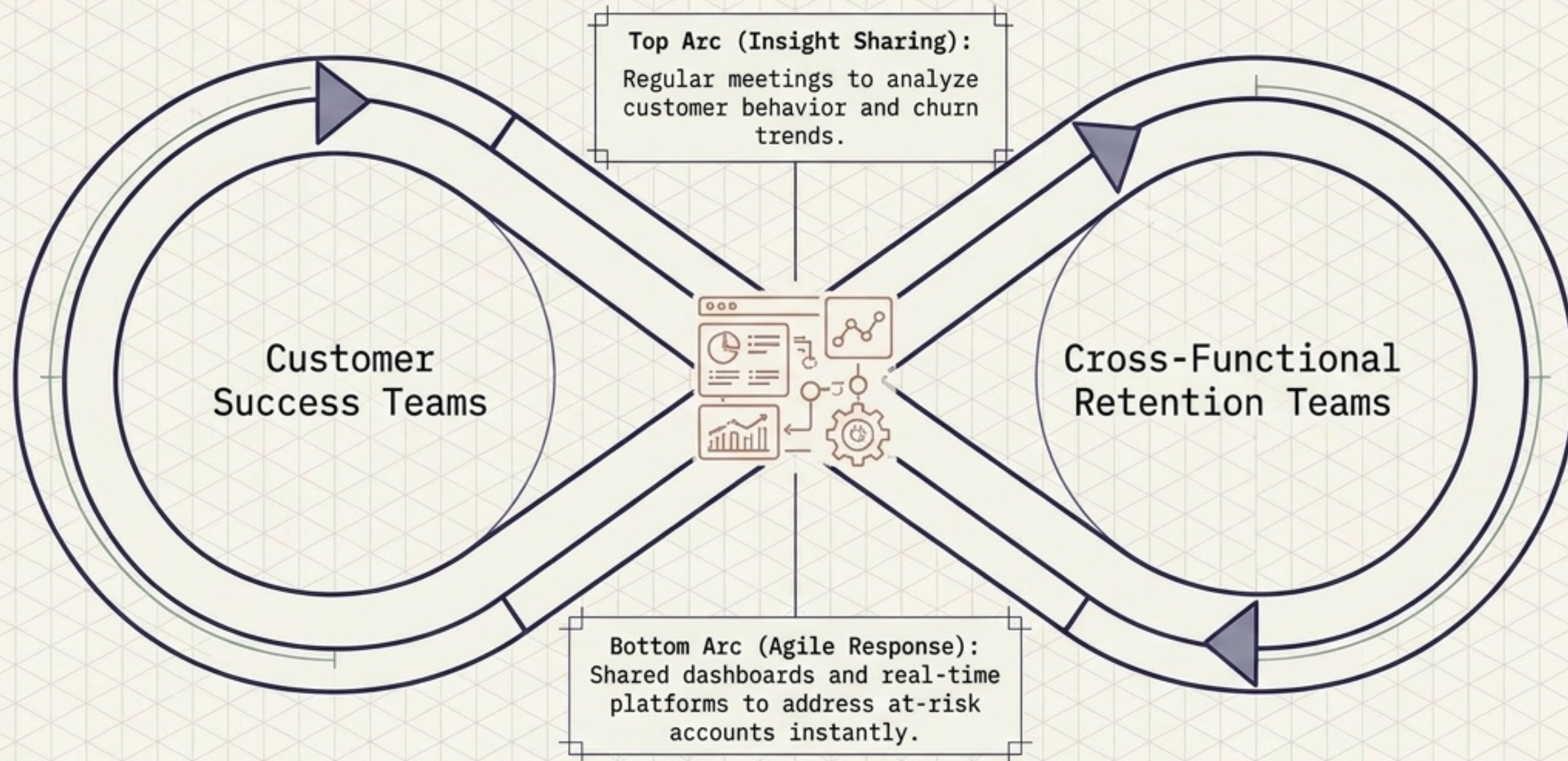
Track NPS and churn rate changes pre- and post-collaboration. Share specific 'save' stories internally to motivate cross-functional teams to prioritize CS initiatives.



External Reputation

Turn CS wins and proactive engagements into marketing **case studies** and **testimonials** to attract new, high-value clients.

The Continuous Feedback Loop



Core Takeaway: Retention is not a phase; it is a continuous culture of shared responsibility.

The Retention Blueprint

☒	Shift organizational focus from reactive service to proactive success.
☒	Continuously monitor the Big 4: NPS, CLV, Churn, and Engagement.
☒	Hardwire Customer Success directly to Sales, Marketing, and Product.
☒	Leverage machine learning and predictive data to trigger early interventions.
☒	Empower CSMs with real-time analytics and autonomous decision-making authority.
☒	Build continuous, bi-directional feedback loops across all departments.

