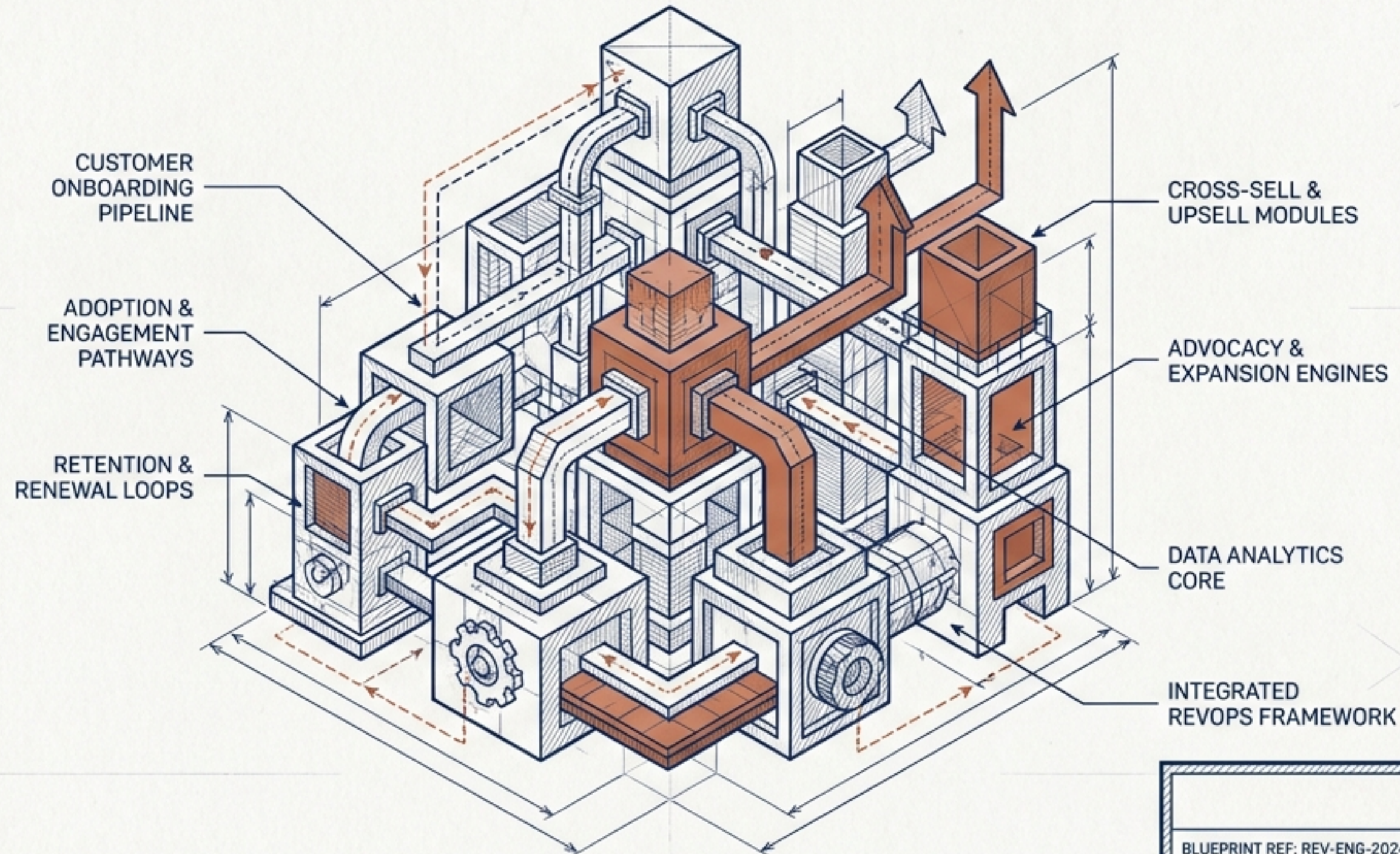


THE CUSTOMER SUCCESS REVENUE ENGINE

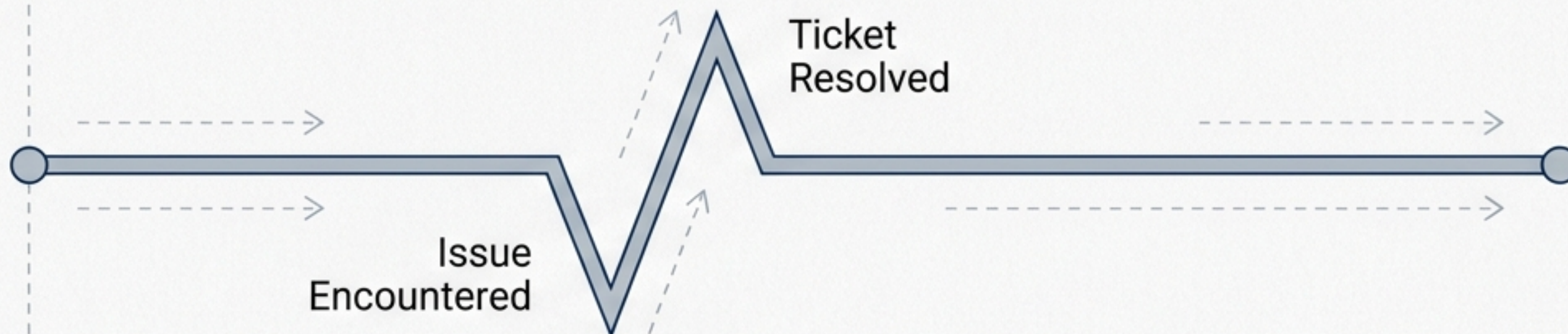
DRIVING GROWTH & CROSS-SELL OPPORTUNITIES

ACTIONABLE INSIGHTS FOR REVOPS & CS LEADERS

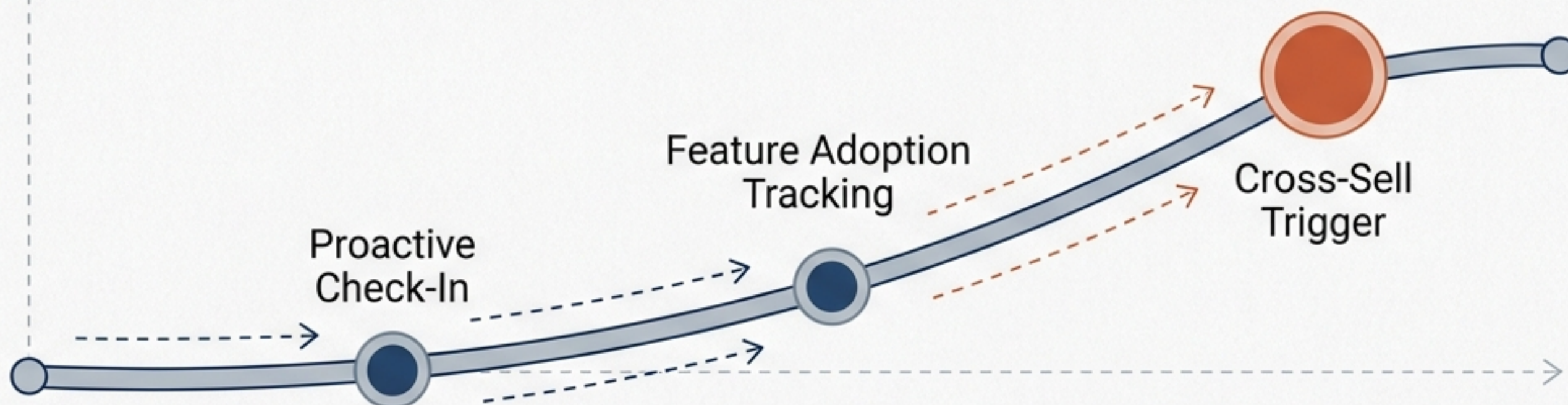


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Reactive Support

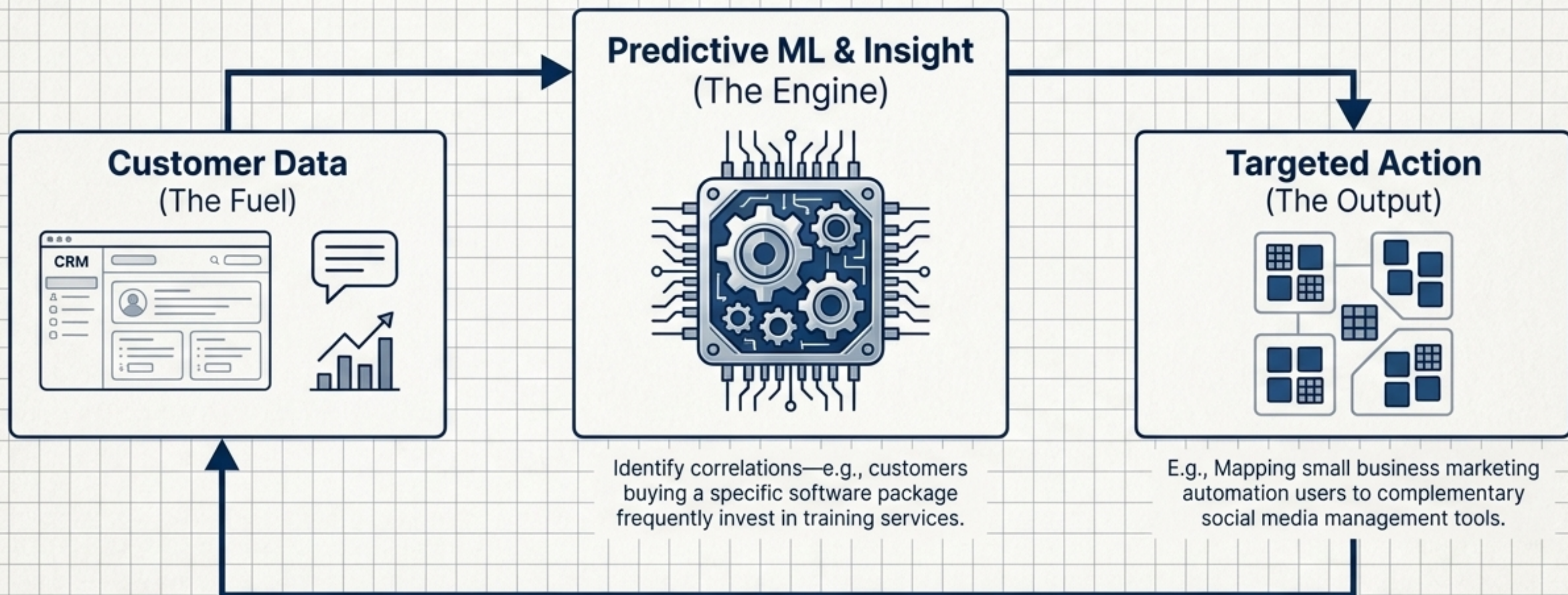


Proactive Success

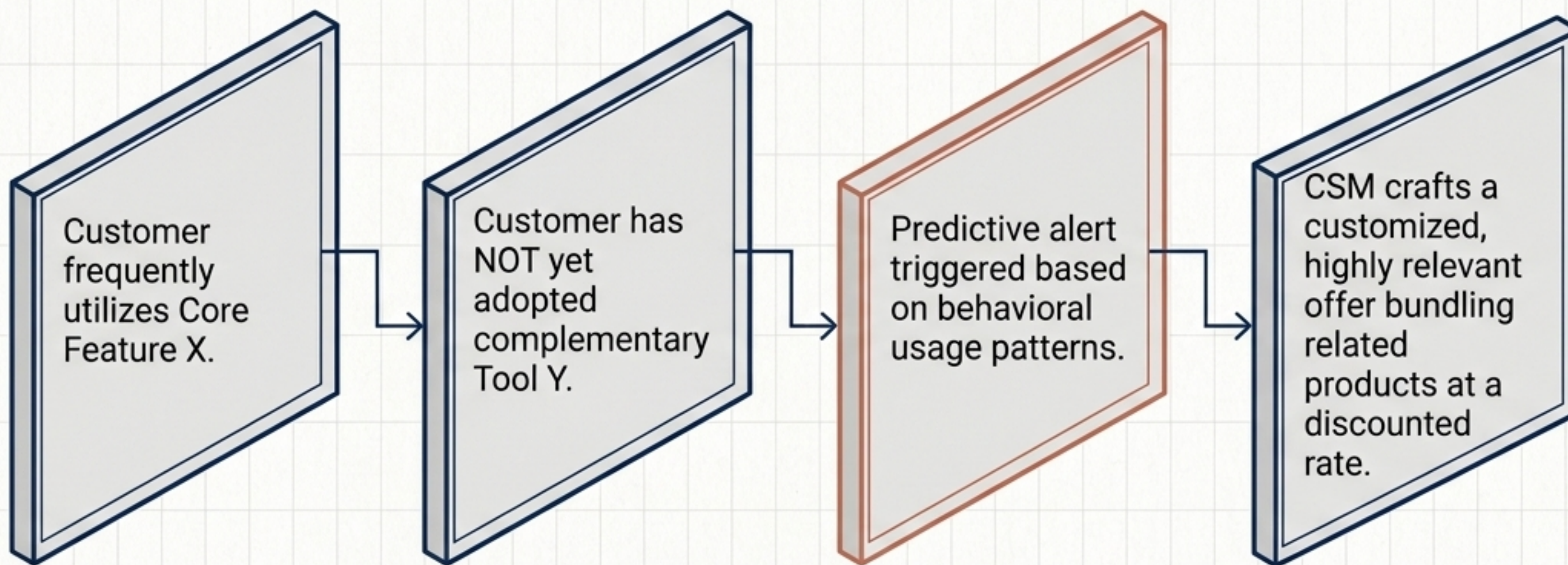


Customer success fundamentally shifts engagement from reactive problem-solving to systematic value creation, transforming positive experiences into measurable revenue expansion.

The Cross-Sell Intelligence Loop



Event-Driven Trigger Architecture

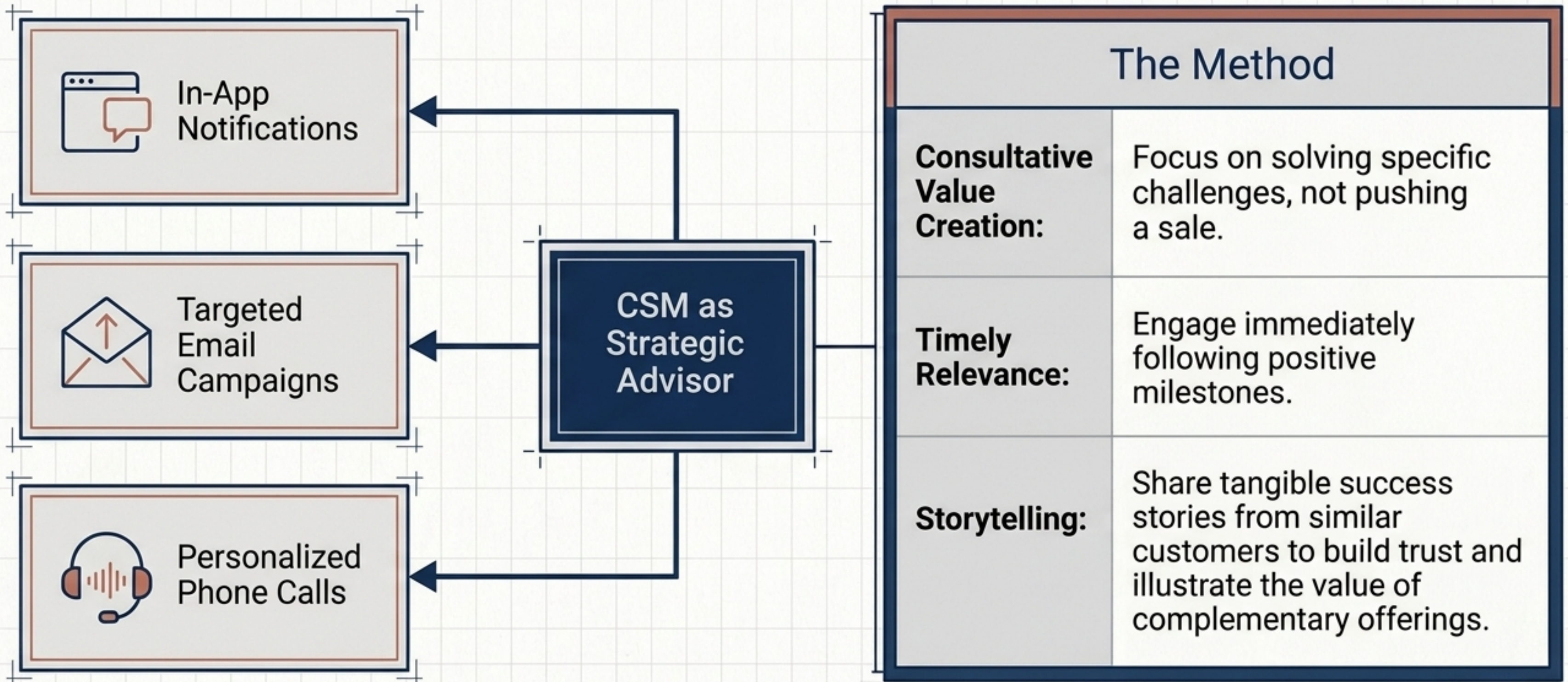


Insight

Personalization relies on timing.

Automated alerts ensure the organization values the customer's unique journey precisely when they are primed for expansion.

Proactive Outreach Architecture



Hunter/Farmer Synergy Matrix

Sales (The Hunter)

- Acquiring new customers
- Navigating the closing process
- Encountering front-end objections

Collaboration Zone

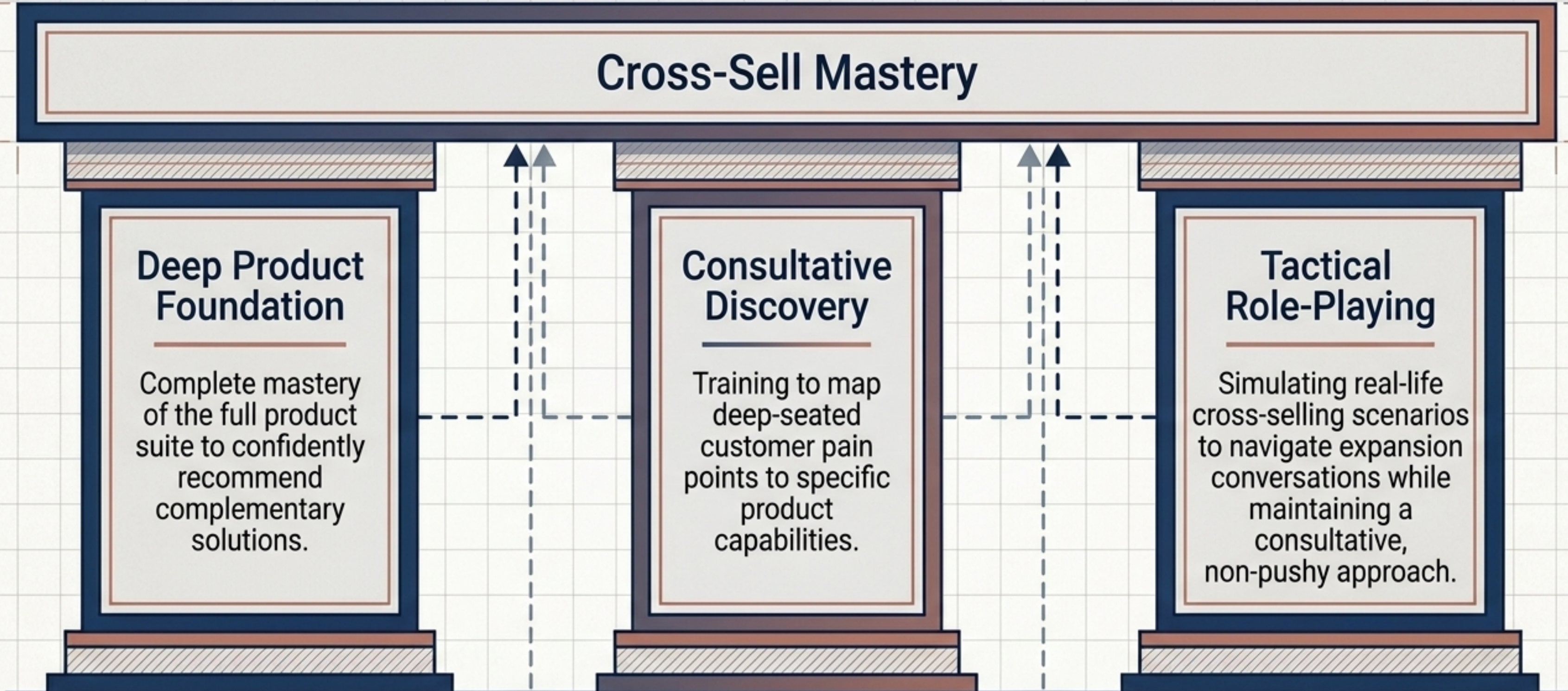
Joint Meetings: Regular cross-functional alignment.

Bidirectional Feedback: Sales shares common front-end objections; CS shares shifting customer preferences to inform future sales strategies.

Customer Success (The Farmer)

- Nurturing established relationships
- Identifying expansion opportunities
- Understanding long-term customer pain points

Training the Cross-Sell Muscle



The CS-Driven Revenue Dashboard

Sentiment & Readiness

Customer Health Score



85

85/100

Net Promoter Score (NPS)



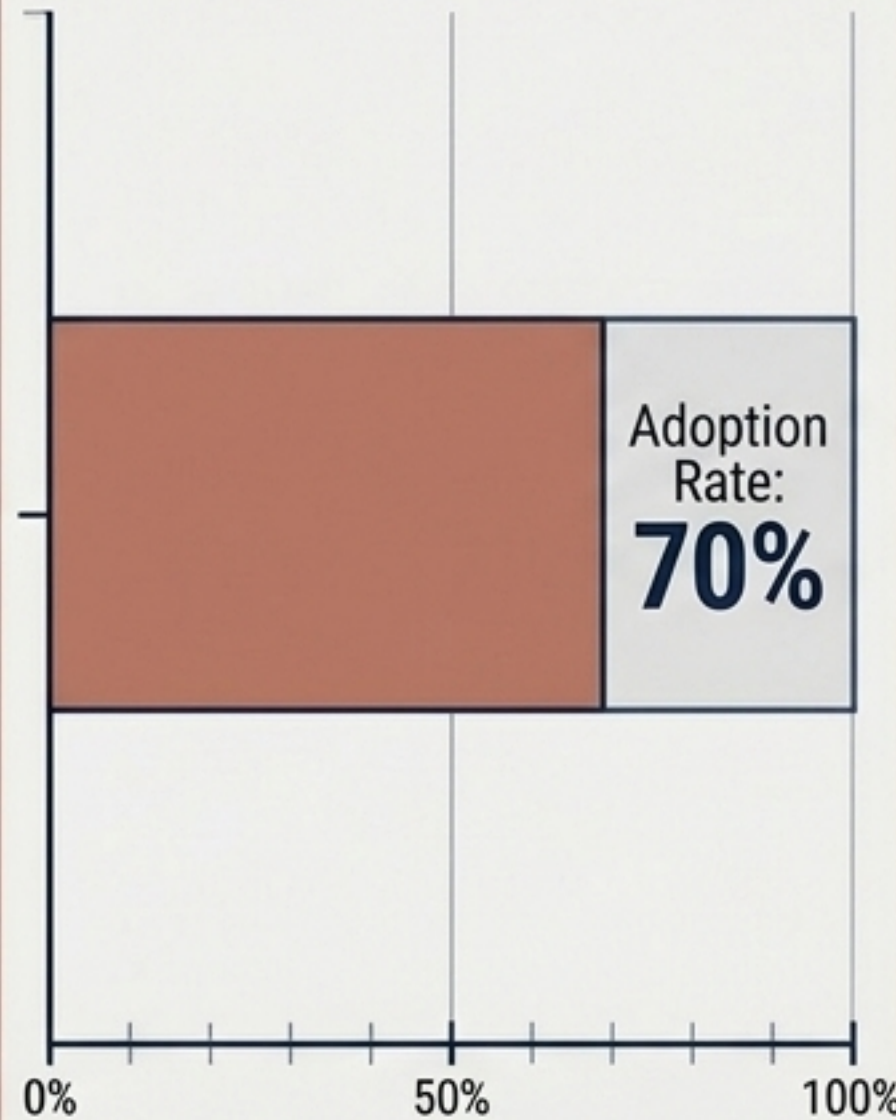
45

Customer Engagement Score



78

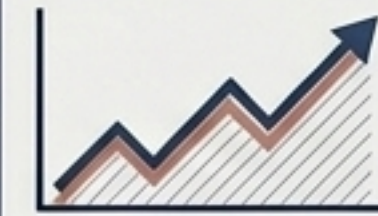
Product Adoption



Adoption
Rate:
70%

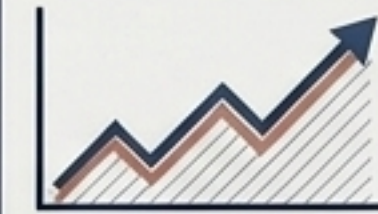
Revenue Impact

Cross-Sell Conversion



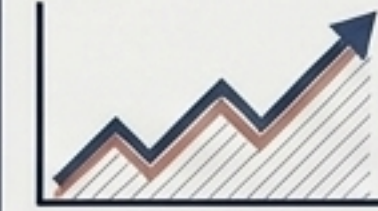
25%

Time to First Cross-Sell



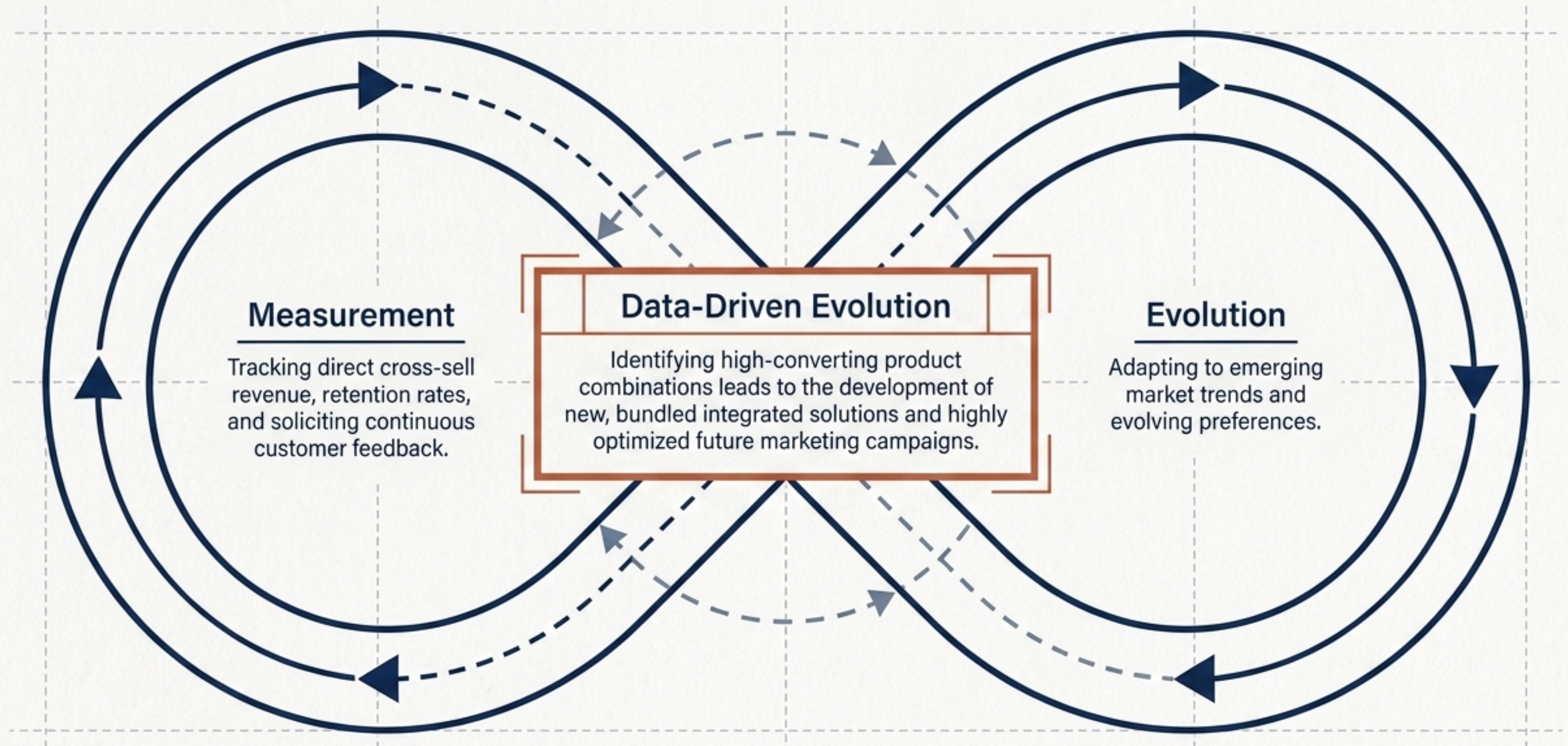
90 Days

Customer Lifetime Value (CLV)



\$120,000

The Evolutionary Feedback Loop



The Cross-Sell Maturity Model

