



# Delivering powerful outcomes and improving ROI with Customer Success Managers

Subscription models for technology purchases have been increasing in popularity for years. And it's easy to see why: As organizations race to better support remote employees and customers, subscriptions to cloud-based technologies have become the fastest, easiest and most cost-effective way to digitalize operations.

## Subscription models provide agility and efficiency

The transition from on premises, hardware-based solutions to primarily cloud-based software solutions provides the ability to:

- Quickly and easily adopt new, more flexible ways of working to solve business problems and scale to meet demand with no need to plan and execute complex deployments, or pay for partially-used solutions
- Streamline cash flows with predefined monthly or yearly payments rather than sporadic, but massive, capital expenditures
- Reduce the need for enterprise IT teams to maintain, update and support on prem technology solutions, so they can focus on more strategic initiatives
- Easily upgrade and change technology solutions to meet evolving business needs and new business objectives
- Access external digital transformation expertise



## The value of Customer Success Managers

Subscribing to technology as a large organization can be challenging. Every department faces different challenges, works differently and potentially requires different outcomes.

The IT department is normally responsible for understanding and recommending technology that meets the needs of the whole organization.

But this is a complex and time-consuming task. An in-depth understanding of each department's work, their workflows, the

outcomes they're looking for and what success means for them is critical to the project's success.

Considering the IT team's main role is to support the organization's IT infrastructure — in addition to, very often, a long list of other projects — you can see why additional support can help increase project success. And that's why having a Customer Success Manager (CuSM) as part of your subscription can be extremely valuable.

## What to expect from a Customer Success Manager (CuSM)

Customer Success Managers (CuSMs) play a pivotal role in supporting your organization's needs and ensuring that the technology you've subscribed to aligns with your business objectives.

Unlike traditional technology support, which tends to react to individual issues as they arise, CuSMs take a more proactive and strategic approach. They provide personalized guidance tailored to your organization, helping you achieve meaningful outcomes.

A CuSM helps define clear objectives and provides clarity around what success means for your organization. They work to ensure that technology delivers real business value by collaborating with you to establish success criteria, and by taking ownership of outcomes through ongoing, focused engagement.

By monitoring technology usage, capturing feedback and continually evaluating and refining strategies, a CuSM ensures high user adoption rates and a positive experience.

But the CuSM's role doesn't end there. While many projects lose focus as attention shifts to new initiatives, a CuSM ensures sustained attention to achieve a project's desired outcome. They help prevent projects from being overshadowed by other IT priorities, helping to drive long-term success.

### Engaging with Customer Success Managers will:

- Accelerate digital transformation
- Optimize technology investment
- Enable exceptional user experiences
- Achieve maximum user adoption
- Leverage technology to create real business value
- Ensure planned outcomes are achieved





ALE provides a dedicated Customer Success Manager as a single point of contact to ensure your expectations are understood and objectives are met.

Our four-stage approach provides clarity and results at every stage:



#### DISCOVERY

Understand your organization and desired outcomes. Specify associated key performance indicators.



#### ONBOARDING

Technical setup. Training delivery. Adoption/communication plan.



#### ADOPTION

Monitor usage and capture user feedback.



#### VALIDATION

Evaluate success against expected outcomes. Implement best practices.

## Delivering ROI

The key to every project is understanding how to achieve the highest return on investment (ROI).

Customer Success Managers play a significant role in maximizing ROI around your technology subscriptions, and can even reduce the initial outlay by:

- Helping you to not overspend on unnecessary equipment
- Ensuring maximum user adoption
- Ensuring full utilization of the solution
- Engaging in proactive and strategic problem-solving, improving everything from issues reporting efficiency to understanding the links between issues

If you'd like to know more about how ALE Customer Success Managers can help your organization better leverage software subscriptions for long-term success and greater ROI, please fill in your details and we'll be in touch. [Contact us](#)

