



THE CHALLENGE

- Undefined Customer Success process
- Tactical, inward-looking mindset
- Disconnection from customer needs
- Finding the best-fit training partner

THE SOLUTION

- 12-week SuccessCOACHING course
- Implement Success Plans
- Overhaul the Business Review process

THE RESULTS

- Defined, repeatable process
- Proactive customer engagements
- Seen as Trusted Advisors

WI-TRONIX DEFINES THEIR CUSTOMER SUCCESS PROCESS WITH SUCCESSCOACHING

Customer Success Team Deepens Customer Relationships and Gains Trusted Advisor Status

As Wi-Tronix—a leading provider of remote monitoring, video analytics, and predictive diagnostic solutions for high-value mobile assets in rail, marine, mining, and other industrial markets—has grown in size, its desire to maintain a close relationship with customers and deliver on its goal of improving marine and rail safety was becoming challenging. Implementing a Customer Success process and a team was a natural evolution of their approach to servicing their customers. Wi-Tronix, using the Customer Success practices learned from the SuccessCOACHING Customer Success Training program, reorganized and retooled their approach to serving the company's global network of rail, marine and mining customers, substantially improving the depth and quality of their relationships and uncovering undiscovered expansion opportunities.

CUTTING THROUGH THE CONFUSION

As Wi-Tronix began to grow, they knew they needed to focus on Customer Success but were challenged with where to concentrate their effort. Wi-Tronix didn't have a shared definition of Customer Success and were unsure what it meant specifically for their business. They weren't confident of the right levels of customer engagement or what level of onboarding was right for them and their customers. Instead of feeling more engaged with their customers, acting as trusted advisors, they felt disconnected, as if they were merely checking the Customer Success boxes.

FINDING EXPERT ASSISTANCE

Wi-Tronix wanted to make sure their Customer Success team was enabled to deliver on outcomes and provide value for their customers. It was apparent to Chad Jasmin, VP of Customer Success, that his team needed formal training to learn how to engage their user base, build communities, and create an onboarding experience for their customers that felt like they were all sitting in the same office, on the same team.

The SuccessCOACHING program allowed Jasmin to ask real-time questions, create dialogue, and have conversations directly with peers and the expert instructors. Because the program is online, it offered Jasmin flexibility to stay on track while traveling, and share his progress with the rest of the cohort. Jasmin was able to take the templates and tools provided during the course, adjust them for the Wi-Tronix business and implement them immediately.

DELIVERING BUSINESS VALUE

Wi-Tronix began training with a few key goals. It started with defining and understanding what it means to be proactive, what it means to be tactical, and what it means to be done. Based on what they learned during the SuccessCOACHING course, they were able to establish a proactive engagement strategy and define all of their engagement points with their customers. Understanding their overall strategy enabled them to identify the outcomes that they wanted to deliver and what it took to achieve them. Pinpointing potential issues and crafting plans that aligned with their approach that enabled them to reduce the friction in their customer's experience.

IMMEDIATE IMPACT

Using the SuccessCOACHING approach to success plans and business reviews, Wi-Tronix saw a direct impact on their current customers. They transformed the business review process moving from an inward-looking mindset toward one of the trusted

advisor. They're able to share more insights with the customer, and see more engagement and a deeper level of conversation.

Before the SuccessCOACHING course, Wi-Tronix had conversations with the customers that were broad, open-ended and had many assumptions. Now, they were able to increase efficiencies, reduce waste and focus directly on what was important to customers.

"Success plans were a game changer for us. It was a true lightbulb moment. The simple way that they help us to think about the customer, why they came to us, what value we're providing to them, and if what we're providing is consistent with their vision," said Jasmin.

Being able to feedback the customer's definition of success in terms that they can identify with and understand has provided Wi-Tronix huge, immediate gains. Shortly after they implemented the new approach to Customer Success, they received a multi-million dollar order from one of their largest customers.

GET STARTED, GET RESULTS

With the SuccessCOACHING course, Jasmin was able to go directly from learning to implementation at Wi-Tronix. The combination of lesson-based knowledge transfer and live coaching, focused on the application of the material, allowed Jasmin to rapidly implement what he learned, achieving measurable improvement even before he completed the course.

"I've taken many courses, and most of the time they're a PowerPoint presentation with someone just clicking through slides. The SuccessHACKER program completely exceeded my expectations because the live group coaching sessions allowed me to ask real-time questions, create dialogue, and have conversations. Moreover, I didn't even have to wait for the weekly sessions. If I needed a quick answer, I could go right into the Community, type in my question, and get to an instructor. That's what made the course so valuable to me." said, Jasmin.

"I would completely recommend going through the SuccessCOACHING program. If you put in the time and make the commitment, there is so much value there for you to extract. Put in the sweat and time, and you'll learn exactly what you need to do to build a solid foundation for Customer Success."

To learn more about the 12-week course Wi-Tronix used to transform their Customer Success team, visit www.successcoaching.co.