



# ESG guides Global Software Company through SaaS transformation

## CASE STUDY

### Customer Success Thought Leadership, Process Development and Customer Outreach

#### Key Metrics



Led the implementation of a Customer Success platform



Developed scalable processes



Hired and trained virtual Customer Success Managers to personally connect with end users on behalf of our new partner

**BEST-IN-CLASS  
STRATEGY SOLUTIONS**

We're thrilled to partner with a Global \$3B Software company to help build out their brand new Customer Success program.

#### Business Challenges

A significant SaaS transformation within this Global Enterprise Software company led them to a new need to create a Customer Success program. Building a successful and scalable CS program from scratch is no easy feat – it's a huge undertaking to develop processes and people where none existed before and to begin to engage and delight customers. So they turned to ESG for thought leadership and guidance.

#### The Solution

ESG has led the implementation of a Customer Success platform, developed scalable processes, and hired and trained virtual Customer Success Managers to personally connect with end users on behalf of our new partner. By supporting the build out of their CS program from its inception, we've played a role in everything from strategy to tactical projects, shortening the time between recognizing the need for CS and the ability to begin connecting with their end users and guiding them through the customer journey.