



[Home](#) > [IT Careers](#) > [Customer Success Management: An Industry Analysis](#)

Customer Success Management: An Industry Analysis

[Log in](#) to follow, share, and participate in this community. Not a member? [Join Now!](#)

Delivering Customer Delight in the Digital Era



Customer success management, or CSM, is not a new field, but the forces of digital disruption are giving it a new face today. Businesses of all types are moving toward subscription-based services and a recurring-revenue model that depends on nurturing customers, managing the relationship with them, and solving problems that crop up along the way. A new profession that combines the roles of marketing, sales, professional services, training, and support has been born. And this profession depends more than ever on developing one's "soft skills," or better put, "life skills": communication, teamwork, leadership, social savvy.

For businesses to prosper nowadays, they need to insert a CSM team into the picture as early as the product design phase—gathering data, analyzing it, and using what it reveals to bring customer delight. It's a lot to think about. If you are a technology manager grappling with these issues or are a technology worker wanting to contribute to your organization's CSM efforts, our white paper, "Customer Success Management: An Industry Analysis," can help. In it, you'll get insights about the following:

- The evolution of CSM over the past couple decades
- What digitized business requires of today's customer success manager
- The key skills needed by customer success managers to help organizations gain the most ROI from their digitized infrastructure

Is it time to "cut the churn" where you work? Download our white paper and learn how to keep your customers.



Download "Customer Success Management: An Industry Analysis" and start building a stronger customer relationship.

* First Name:

* Last Name:

* Email Address:

* Country:

* My Cisco Certification Status:

* Interests:

☐

I would like to receive email communications about Cisco training and certification programs.

At any time in the future, if you no longer want to receive email communications, you can opt out by updating your [communication](#)