

CUSTOMER SUCCESS COURSE

Customer Success Management is a field that has grown over 700% in the last 5 years and is one of the most promising professions according to LinkedIn.

Customer Success Managers (CSMs) support customers as they move from sales prospects to active users of a company's products in order to protect existing revenue streams and create new ones. CSMs are focused on customer loyalty and building close, long-term client relationships.

While students in large colleges study mass amounts of theory, we offer up to date, fresh and relevant Customer Success classes **focused on practical work methods, adapted to industry needs** so you can penetrate the job market with enough confidence and the right experience to do your job right.

Our classes are taught by industry experts, those who work simultaneously as interviewers and recruiters in high-tech companies and know exactly what it takes to succeed. Each student learns **exactly** what they need to know for their future jobs – for this reason, all candidates are screened and evaluated before admission to guarantee the highest level of learning and ensure future career opportunities.

What does this mean for you? You gain the best hands-on experience and pay less money - two birds, one stone.

Average salary based on experience:

0-2 years	3-5 years	6+ years
10-14	12-16	18-24

Our knowledge, your future



Individuals

Our CSM courses focus on practical knowledge; in class exercises, homework assignments and learning in high quality groups which allows for personal attention and better understanding of the material.



Companies

We offer customized Customer Success Management courses and workshops according to your company needs. Course materials are suited to your everyday tasks and training requirements.



“Find Work”

Our goal is helping you achieve a total career upgrade and land that dream job. That's why we built a Professional Branding Intensive Course that gives our students a competitive edge over other candidates.

COMPANY DETAILS

HEADQUARTERS

Ramat Gan, Tel Aviv District

YEAR FOUNDED

2015

COMPANY TYPE

Educational Institution

COMPANY SIZE

40-50 employees



LEARN FROM INDUSTRY EXPERTS

Industry-recognized and successful CSMs will teach you exactly what you need to know, ensuring you stay ahead of the curve in a fast-changing industry.



GET HANDS-ON EXPERIENCE

Practical skills are key to succeed and stand out in the market. By working on your project during the course, you'll get everything you need.



LEARN AMONGST PROFESSIONALS

Be surrounded by like-minded people who are committed to up-level their career into Customer Success.



CONNECT WITH THE INDUSTRY

Expect dedicated career guidance, access to the industry, and more.

THE INSTRUCTORS



Bar Zefania

Director of Revenue
Operations
Product Experts



Michal Tik Genin

Chief Customer Officer
Easyway



Idan Mevasem

Growth Lead
Kayzen








Shikma Klein Sharony

Customer Success Manager
PayPal



COURSE CONTENT

 30 Hours ----- CSM Professional Course	 60 Hours ----- Independent Practice	 24 Hours ----- Professional Branding Booster-Course
 Available for 6 Months ----- Job Search Support	 12 Hours ----- High-Tech English Booster-Course	

OUR ALUMNI WORK WITH THE BEST



WHAT YOU'LL LEARN

+ Introducing the CSM role & High-Tech

In this module we'll teach the lay of the land in the tech industry and lay down a strong foundation for your success in this role. What is Customer Success? How does it differ from support or sales? Why is it important? And what makes an amazing CSM?

- 👉 What is Customer Success and why it's every innovation company's secret weapon
- 👉 Anatomy of a high-tech company structure and the CSM role within it
- 👉 Different company types, verticals, stages and revenue models, and what Customer Success looks like for each
- 👉 Super-CSM: What do top-performers look like in this role
- 👉 Business English and high-tech terminology to position you as an insider

+ Data & Data structure

You can't change what you don't measure. In this module you'll discover the best metrics to track, how to uncover new metrics that matter and how to track them to virtually guarantee success.

- 👉 How do we measure customer success?
- 👉 The game-changers: uncovering unknown-unknowns
- 👉 Creating, analyzing, and learning from cohorts
- 👉 Building systems for customer (and your) success
- 👉 What is segmentation and how to use it effectively
- 👉 Putting together dashboards to track success metrics
- 👉 Analyzing, interpreting, and presenting data to key accounts

+ Reporting & using CS to drive decision-making

Your understanding of the desired Customer Experience combined with the power of customer and user data can be used to help the company make better decisions, both long- and short-term. Here's how.

- Creating reports that demonstrate user and customer needs
- Effective modelling techniques that turn chaos into clarity
- How to identify and present new opportunities
- Advocacy-based segmentation reporting
- Using Net Promoter Score to inform the product team and drive Success

+ Using CS to increase company success

Learn diverse strategies for increasing your company's success metrics.

- Mapping an end-to-end customer journey
- Creating and optimizing engagement
- Driving upsells, cross-sells, and growth
- Using segmentation to inform company roadmaps
- Results-based service and selling and how to develop it
- Uncovering customer needs and objectives

+ Engagement, Retention & Churn

Marketing and sales get customers through the door. But that's not enough. Your job is to make sure that door is not a revolving one, by ensuring customers stick around for the long-haul.

- Customer Lifetime Value – the true lifeblood of the company's bottom line
- Protecting your company's existing revenue streams by analyzing churn
- How to reactivate disengaged users and customers
- Using cohorts and segmentation to understand churn and engagement
- Improving your success funnel based on churn
- Customization and flexibility in your Success strategy
- Providing enablement at scale

+ When customers need help

The unique nature of Customer Success is that it is built to bridge between the company's needs and the customer experience. Sometimes that's easy, other times it's a balancing act that requires finesse and skill. We've dedicated this module to that skill and finesse.

- 👉 Creating and implementing a customer advocacy strategy
- 👉 Identifying and de-risking potentially problematic engagements
- 👉 Handling cases and managing escalations
- 👉 Providing workarounds and solutions
- 👉 Managing feature requests on both ends (customer and product)
- 👉 Using and handling customer feedback

+ Bulletproof Customer Relationships

At the end of the day, good business is built on good relationships. In high-tech, the twist is to do so at a mind-bending scale. These are some of the ways to do that successfully.

- 👉 How to build strategic success plans for your customers
- 👉 Managing customer relationships
- 👉 Flagging problems before they happen
- 👉 How to handle customer feedback in a way that increases loyalty and trust
- 👉 Establishing relationships with key stakeholders to drive product adoption
- 👉 Advocacy at scale: Salesforce and HubSpot for retention and customer mapping

+ Maximizing product value using CS

A good company makes a product that solves a problem. A great company makes one that solves a problem while providing an impeccable experience. To do that, companies must be customer-centric. And to be customer-centric, they need someone to advocate for Customer Success – you.

- 👉 Plan, Design, and Delivery of onboarding experiences that increase Customer Success
- 👉 Creating flexible Success plans for different accounts
- 👉 Driving the product through bug reports, feature request management, and more
- 👉 Advocacy to encourage a customer-centric product culture
- 👉 Influencing rollouts through capacity modelling
- 👉 Creating product training and guides

+ PR & CS role visibility

We live in a connected, relatively transparent world where dissatisfied customers can determine a company's success, or at least its growth rate. Customer Success can leverage this to increase adoption and loyalty. In this module we'll walk you through ways to do that.

- Handling public customer feedback in a digitally connected and transparent world
- Designing a success strategy that integrates the transparent nature of digital world
- Community building through Customer Success activities
- Creating a 360 preemptive success strategy and structures

+ Soft skills & career mapping

In this module we'll go over everything you need to land and excel at your CS job, beyond the technical knowledge you've gained up until now in the course.

- Setting yourself up for career success
- What's your 3-year plan? Correct use of the CS role as a springboard
- Rapid decision-making in a low-visibility, dynamic landscape
- Resourcefulness and problem-solving skills
- Storytelling and presentation skills
- Crafting your personal-professional brand
- Amplifying your network for career growth
- How to reach out to anyone without feeling sleazy
- Foundations of CV writing, LinkedIn, and finding a job
- Interview and home assignment prep

+ Requirements:

- Fluent to Native level of English
- Service-oriented mentality
- Resourceful, problem-solving approach
- Tech familiarity (level depends on company and product)
- Client Management System experience
- Ability to employ creative thinking and disciplined execution



Learning Outcomes

On successful completion of this course, you'll be able to

- 👉 Create and implement an effective Customer Success strategy
- 👉 Understand and improve CS metrics of various types of high-tech companies
- 👉 Understand tech company structures and how the CSM role fits in
- 👉 Articulate your value as a candidate for the CSM role
- 👉 Avoid common mistakes in finding and filling a CSM role

READY TO UPSCALE YOUR CAREER?

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