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Businesses first used Customer Success as a remedy against churning. It relies on constant customer engagement, improved technology, and data-driven presentations. Process Street has a concise definition of Customer Success: “ Customer success is a system, run by people whose only goal is to help customers get the best out of your product.”

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How Customer Success Mitigates the Need for Blame. When a

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product is new and groundbreaking, the end user will have to learn how to use it. This learning curve needs to be as short as possible. By employing customer success professionals and technologies, an innovative company can teach customers how to gain the benefits of their investment.

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Lincoln Murphy, founder of Sixteen Ventures and co-author of Customer Success: How Innovative Companies Are Reducing

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