A World of Difference: Stories of Global Customer Success
Never Have I Ever...

Guilty!

No Way!
Never Have I Ever...

...struggled to recruit and retain talent in a different country
Never Have I Ever...

...ran a customer call or escalation at an unreasonable hour
Never Have I Ever...

...had a customer ask for us to change our onboarding process or materials to fit their unique local needs
Never Have I Ever...

...decided to separate from a customer because of time or cultural differences
Never Have I Ever...

...struggled to reach consistency across a global team managing a global portfolio
Make sure your customer journey is already set and globally acceptable from the beginning, so the consistency is easier to handle across offices.

Hire Local and Visit Frequently
No matter what the culture, always try to hire local and visit them frequently to make sure you know your comp culture is kept well.

Staff your Teams with the Local Country
Make sure you have people from each country you work in in your team, not just to make sure they can translate materials, but also to help in support and on boarding and CSM. The small nuances in the world are often still missed by non-natives.
Pro Tips: Chris Krystalowich

1. Understand cultural, language and time zone differences

2. Segment your clients wisely

3. Hire the clone of your best client
Pro Tips: Shira Shimoni

1. Manage Expectations with the Team

EMEA team members will have to do later calls, US might have to take earlier calls. Requires flexibility from the team.

2. Find the Right Talent

Most important aspect – need to hire the right talent to serve the needs of the local regions. Need a self-starter to who can troubleshoot while I’m still sleeping in the US.

3. Team Building

Requires effort to ensure the team works together and not in their own silos across the globe, leverage each other for information and best practices.
Pro Tips: Dawn Farhi

1. Establish a Customer Success Philosophy
   Work cross functionally to establish the “CSM” philosophy across the organization. It’s not a specific role – it needs to proliferate throughout the organization.

2. Metrics
   Have clear and measurable metrics for the team and have them aligned with other functions (primarily sales)

3. Proactive Efforts
   Not all customers are or should be created equal. Ensure there are established segments where customers are being proactively engaged (don’t let squeaky wheels get the grease)