Adobe Fireside Chat: Fostering the Culture of Innovation through Customer Success

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Sr Director of Sales Strategy
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#Pulse2017
Introducing TSIA’s Customer Success Power Index (CSPI)

TSIA ...

- **Measures** your organization’s effectiveness and economic impact
- **Helps** you understand your strengths, weaknesses, and opportunities for growth
- **Provides** a highly analytical roadmap on where you can improve and the resources needed to get there

Take your benchmarking to the next level with our unbiased, data driven scoring methodology.
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Can you tell us about Adobe’s subscription business model and the transformation it has gone through?
What were the compelling events or realizations that led your organization to start a Customer Success function?
What does Customer Success mean to Adobe?
Why did Adobe decide to adapt the Customer Lifecycle Management approach?
What are the challenges you faced in introducing a new methodology like CLM in a large org like Adobe?
How did you overcome those challenges?
What were the immediate next steps involved in the implementation of CLM?
Did you ever consider building internally? Why did you choose Gainsight over an internal build?
Were there an “Aha!” moments, surprises or unexpected outcomes?
Q&A from the audience