

DYNUG.NO

HØSTKONFERANSE 26. OG 27. NOVEMBER
AV BRUKERE - FOR BRUKERE



A close-up photograph of a small, vibrant green plant with four leaves sprouting from a narrow crevice in a grey, textured concrete or stone surface. The background is blurred, showing more of the same material.

Customer success - et forpliktende partnerskap

Marianne Selle
Leader Customer Success
Microsoft

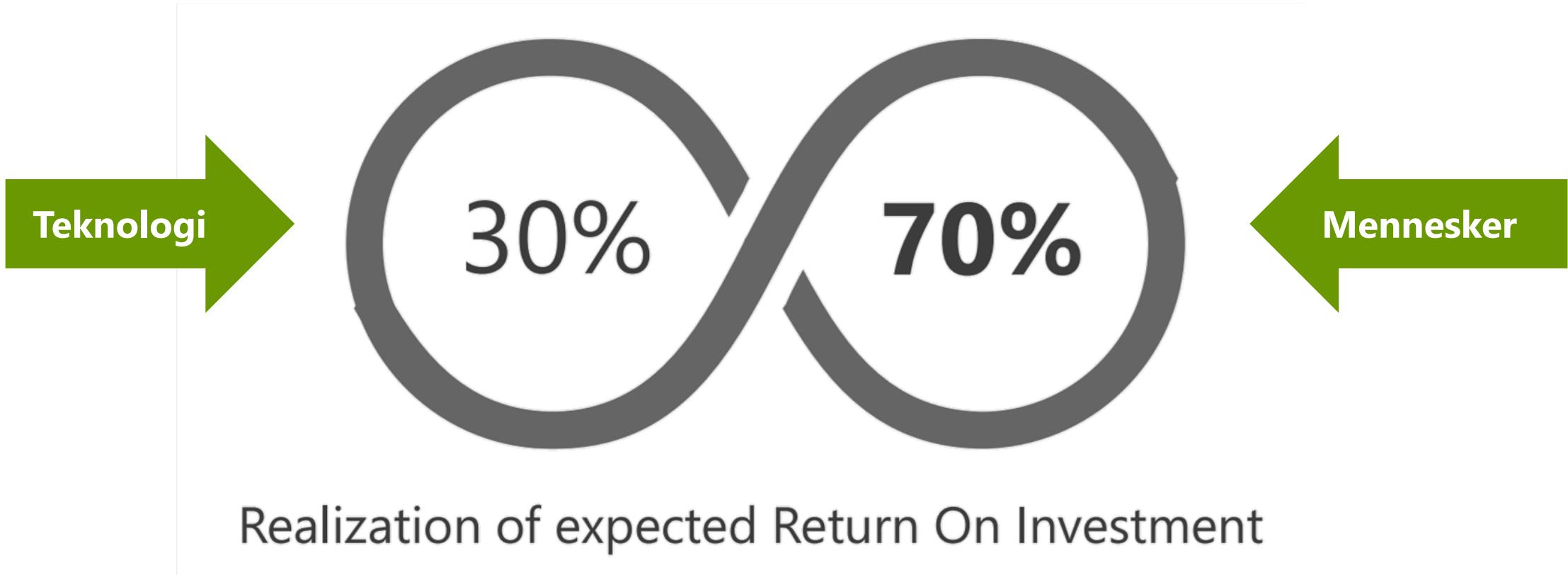
Hva er suksess?



Suksess er realisering av gevinst...



Hvorfor lykkes vi ikke?



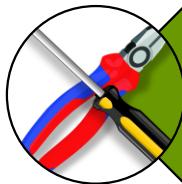
The human factors...



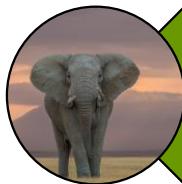
Leadership (or lack of...)



Organization



Competence



Culture

Hovedelementer i customer success

Empati

Kompetanse - kvalitet

Ansvar

Tillit

Veiledning

Hovedelementer i customer success

Åpenhet

Growth mindset

Ansvar

Tillit

Ydmykhet

Kunde

Empati

Kompetanse - kvalitet

Ansvar

Tillit

Veiledning

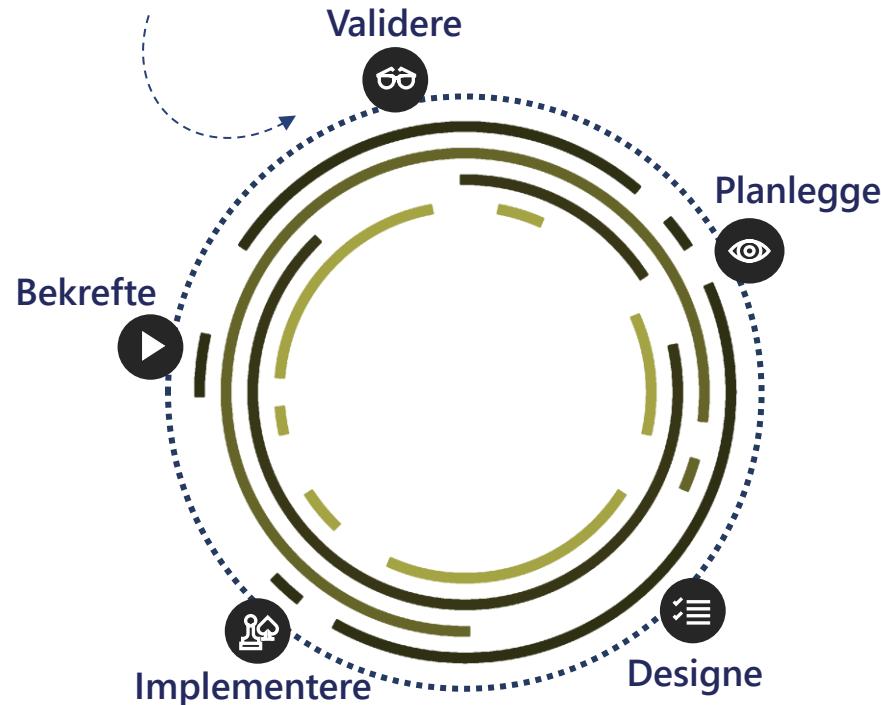
Leverandør

Sannsynligheten for
customer success
avgjøres i
begynnelsen

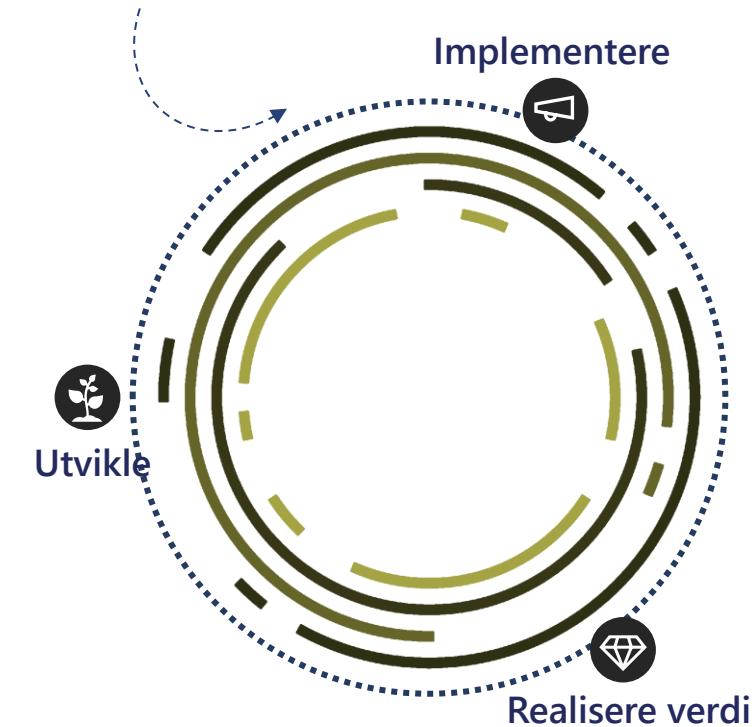


Partnerskapet må kunne ta høyde for endringer...

Traditionell tilnærming



Smidig tilnærming





Lykke til!