

# Implementation and Customer Success Program Cheat Sheet

Chorus analyzed 5M+ calls from over 300 companies to establish best practices for each stage of the sales cycle. We are able to identify what a good customer success meeting sounds like using our Conversation Intelligence platform. Here's what top Customer Success managers are doing.



**2** **Competitor Mentions on the average CS call**

Competitor mentions on post-sales calls are an early warning sign of renewal risk. It's critical to arm all customer-facing teams, including CSMs, with strong competitor talk tracks. Competitors are going to continue to court your live customers, especially in crowded markets.



**61** **Percent of Post-Sale Calls Use Screen Share**

While screen-sharing might not impact win rates earlier on, many post-sale calls focus on efficiently walking customers through critical aspects of the Platform and helping them get set up or troubleshoot.



**3** **People From An Account Join Calls with CSMs After Onboarding**

You're building a relationship with more than you point of contact. Come prepared to engage with people you may or may not have met previously. Each meeting is an opportunity to turn contacts into champions.



**30** **Minutes is the Average Meeting time Between a CSM and a Customer**

If reps invest in preparing the customer for kick-off and implementation during the sales process, post-sale calls can be run more efficiently.



**46** **Percent of Post-Sale Calls Use Video**

That's nearly half! In fact, both parties share video 35% of the time. Turn on video as new customers get more comfortable video sharing too.



**6** **Questions is the Average Asked by Customers Per Post-Sale Call**

Anticipate the top six to seven questions customers ask on post-sale calls and address them head-on. Invest more in continuing to educate your live customers to maintain strong relationships and minimize renewal risk.