

Customer Success Manager

Reporting to: Customer Success Director

Based: Bristol

Salary: £35,000 plus £30,000 on target commission

Our CSMs are compensated by salary and a variable bonus paid quarterly on retention of assigned customer value (ARR) and performance KPIs, which are agreed with your line manager.

About BlueVenn

BlueVenn is a technology company that provides marketing automation, analytics, AI and data management platforms to some of the biggest brands on the planet. Our solutions are used by well-known consumer brands (in retail, travel/leisure, insurance, publishing and media markets) to deliver highly targeted, personalised, multi-channel campaigns. The technology ensures that our clients can deliver the right message, at the right time, to the right person and on the right device. With offices in the UK, US and France we serve clients across 12 countries and operate in an exciting, innovative market.

The Opportunity

The Customer Success Manager (CSM) will develop and maintain strategic relationships with BlueVenn users across the UK/European customer base. This role involves working closely with the Client Services (Account Management), Managed Services and Product teams.

The main responsibility of the CSM is work consistently to realise customer strategic goals, objectives and outcomes of our customers through alignment with our product roadmap, commercial goals and advocacy targets.

The CSM will be responsible for delivering a proactive outreach to the customer base through regular contact with key users enabling them to become adopters and, over time, advocates for BlueVenn solution. The CSM role is critical to the success of our customers and requires regular interaction with other teams, including R&D, Professional Services, Support and Sales.

For new customers, the CSM will be the first post-sale contact they will meet. The CSM works with a new customer from project deployment stage onwards, so a can-do, happy to help, go the extra mile attitude is required at this critical stage. The CSM sometimes find themselves answering questions that are elementary to extremely difficult, therefore remaining calm and recording key information to take to other team members is a key skill to bring.

In addition, there will be projects to work on such as cross-skill into third party products that BlueVenn integrates with, building bespoke campaigns, reports or analysis for customer specific projects, building conceptual systems to test new functionality, gathering feedback for product development or attending industry events.

The Customer Success team has been established for ~2.5 years and has a combination of 121 and 1-2-Many programs in place to support our growing user base. CSMs are required to design and

manage the CS program for assigned customers to meet the needs of the customer and the business to ensure mutual success.

Day to Day

- Monitor and encourage solution engagement by all customers, making use of:
 - Zendesk activity - support and help centre data, including knowledge base
 - Hubspot - record notes and changes in key user, maturity, health, adoption and risk status as well as all interactions such as calls and visits
 - Dashboard - maintain records of CSAT and Health scores for delivery to CSD to present to Senior Management
 - Phone/email - diarise regular progress calls, coaching and pro-active resolution of support tickets
- Diarise weekly coaching calls, monthly site visits and quarterly reviews of user adoption status in accordance with customer lifestage requirements
- Accompany Client Services team on strategic account reviews as resourced
- Coordinate and deliver new customer on-boarding, coaching, training and consultancy as resourced
- Proactive in offering to help users, colleagues and partners alike
- Seek to obtain a working knowledge of key partner products (Fresh Relevance, Tableau, Adestra, TextLocal, etc.)
 - Grow knowledge of partner products to enable CS to demonstrate, advise and navigate these products
 - Leverage contacts at partners and work with internal teams manage relationships
- Subtly identify upsell opportunities when working with customers, recording in Hubspot CRM for Client Services to action
- Streamline admin activity as much as possible, manage BAU and project time effectively
- Record paid/unpaid activity carefully and conduct a contact report of latest status, findings, opportunities, etc.

Who You Are

- Driven by doing great work - detail oriented, meets/exceeds objectives on time and with quality
- An analytical thinker - "if there is a problem I have a solution" attitude
- Entrepreneurial by nature yet company conscious – considerate of cost to serve and being resourceful
- A leader - proactive and able to use excellent judgment when dealing with customer issues
- Detail oriented - well-organised with attention to detail yet able to refine and improve effectiveness and speed
- A team player - ability to work effectively and cross-functionally within all levels of management, both internally and externally
- Enthusiastic about technology and the value it can unlock for business
- Patient - ability to remain calm, listen well and courteous under pressure at all times
- Happy to travel to customer sites 2-3 times per week, working with users individually or in groups up to 8 people

Ideal Skills

- There will of course be immersive product training for a CSM to be effective in the role at BlueVenn. A background in any of the areas below would be a great fit for what we are looking for in our team:
- Software training, coaching or on-boarding experience to groups of users
- Software support desk experience
- Experience in any data centric technology, such as CRM, databases, email marketing, business reporting
- Marketing or direct mail
- Programming or query languages of any kind

The Benefits

- **Holidays:** 23 days per year (+ accrue 1 extra day every year of service)
- **Working hours:** 9am to 5.30pm Monday to Thursday and 9am to 5pm on Fridays
- **Salary:** Our CSMs are compensated by salary and a variable bonus paid quarterly on retention of assigned customer value (ARR) and performance KPIs, which are agreed with your line manager.
- **Travel:** up to 50%, UK and International
- **Location:** Bristol
- **Benefits:** After a successful 6 month probation you'll be entitled to:
 - Company Bonus Scheme – up to 5% of your annual salary, paid quarterly, based on objectives
 - Group Salary Exchange Pension – 5% of your basic salary from the Company (with a minimum 3% contribution from you)
 - Private Health Care for you and family
 - Death in Service – 4 times salary
 - Bike to Work Scheme
 - Share Options

Next Steps

To apply to our vacancy for a Customer Success Manager, please click Apply and submit a copy of your CV for consideration.

We look forward to hearing from you!