

## Job Specification - Senior Customer Success Manager

**Job Title:** Senior Customer Success Manager

**Direct report:** Director of Customer Success

**Location:** Winnersh / Homeworking (post-lockdown you will be required to come to the office on a regular basis) / Customer Site occasionally

### The Artesian Company

Artesian is the driving force behind ambitious organisations who want to accelerate revenue growth, transform frontline effectiveness, mitigate risks, capitalise on opportunity and keep pace with the latest innovation.

Our core focus is to combine leading data science with the world's best business information to transform frontline effectiveness. Our unique niche is to provide a service that allows frontline teams to engage with customers and middle office teams.

With around 300 customers including the UK leading banking, financial services and Insurance customers, Artesian is reaching scale with positive EBITDA, strong recurring revenue and awesome customer retention. Our customers genuinely love our service.

We have traditionally been known for our Client Relationship Intelligence capabilities but following substantial investment in research and development over the last 3 years, Artesian is now evolving further into a fully integrated Platform. This has already seen the launch of advanced functionality for banks and insurers to conduct early credit and risk screening checks.

Artesian have strong financial backing from Octopus Ventures with a seasoned team of Founders who have successfully built and excited multiple start-up's in the past. Our Angel investors include Dr Steve Garnett (ex. EMEA Chairman of SFDC) and Stephen Kelly (ex. CEO of SAGE)

Check us out at <http://artesian.co>

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### Artesian Core Values

We are a close-knit bunch at Artesian and when we hire new team members it's important that you fit right in. That's why we take our Core Values pretty seriously – does this describe you?

#### **Be straightforward (Agreeableness)**

- Confident, not arrogant
- Trusting, not gullible
- Helpful, not overbearing or micro-managing

#### **Be accountable (Conscientiousness)**

- Be prepared, know your stuff
- Do what you say you're going to do, fully
- Sweat the detail
- Take responsibility for development (of everything including yourself)

#### **Develop a Growth Mindset (Openness)**

- Be open to new ways and skills
- Embrace change and innovation for the better
- Think big, start small, learn fast

#### **Be Driven (Resourceful)**

- Be intelligently assertive
- Decisiveness, not hastiness
- Independently enthusiastic

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### Profile of the role

The Customer Success Team are responsible for retaining revenue from existing clients and creating new opportunities to earn more revenue by building strong customer relationships and helping drive value from our service. We partner with our customers to understand what success looks like for them and to drive adoption.

We work closely with the sales team to build and demonstrate value and measure ROI.

Senior Customer Success managers are mostly given responsibility for larger customers. It would therefore help if you have practical experience in one of the industries in which Artesian is most popular – in particular Banking or Insurance.

Artesian is not a technical product, so this is not a technical function.

### Key Responsibilities

- Management of predominantly Gold and Silver Artesian customers
- Take ownership and be responsible for the successful renewal of all contracts
- Manage and run regular operational account review meetings with our customer champions/sponsors
- Manage and run regular strategic account review meetings with our customer executive sponsors and decision makers
- Drive retention and growth for our customers by understanding their business objectives, helping them succeed and proactively identifying potential areas for further value
- Monitor use of the service within assigned accounts to identify adoption levels, trends, concerns, untrained or inactive users
- Collect and document evidence of how the service is being used by customers to promote good news and demonstrate ROI throughout the customer lifecycle
- Promote our array of tailored training solutions to assist with increasing the adoption of our service
- Deliver coaching (a more personal version of training), face-to-face or by phone to build advocates within our customer base
- Monitor customer satisfaction by observing the Net Promoter Scores and follow up on survey responses with customers to drive increased satisfaction and higher Net Promoter Scores in the future
- On larger accounts, collaborate with Marketing to design programs to align with customer initiatives, engage with our user base and increase adoption of our service
- Ensure senior management (not just the people you talk to) within your customers are kept abreast of the success of the solution
- Identify any negative trends within assigned accounts and create/implement action plans to correct them

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- Partner with Sales to review and help deliver potential growth within customers
- Keep cloud-based high-level notes of activities within each account so everyone is on the same page
- Maintain account and opportunity information in our CRM platform
- Identify risks to customers achieving their stated business goals and work with the team to build a risk mitigation plan

### Required Attributes

- A professional attitude with openness to feedback and coaching
- Excellent listening, presentation and communication skills at all business levels
- A positive, polite and friendly disposition
- Ability to learn quickly and adapt to changing business needs
- Understanding of customer service, account management or sales roles
- Ability to navigate large complex organisations
- Strong collaboration and influencing skills
- Ability to partner with customers in developing their strategic direction
- Ability to build and maintain strong relationships internally and with customers
- Attention to detail and ability to deal with multiple concurrent initiatives
- Willingness to collaborate with other teams for the greater good
- Driving licence (preferably clean)

### Beneficial, but not Essential

- Experience of sales techniques/methodologies eg SPIN, MEDDIC
- Negotiation skills
- MS Office proficiency
- Screen sharing/webinar capabilities
- CRM experience – Salesforce preferable
- Experience of working in commercial roles within Banking or Insurance would be of particular interest for this role

### Key Deliverables

- 90+% retention of revenue from existing customers

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- Maintain/Increase high adoption of our service
- Consistent positive customer satisfaction evidenced by feedback
- Increase footprint by proving value (not selling)

### Experience

Our ideal candidate would have:

- Prior CSM or Relationship Management experience
- Worked in a company where customer centricity was at the heart of everything they did
- Experience of direct customer contact – face-to-face and via the phone
- Verbal dexterity, both written and spoken
- Worked in a commercially driven company
- Trained or coached users