



CUSTOMER LIFECYCLE AT SCALE

How to drive a Customer Success program at scale that helps drive transformation, how to address the different customer segments effectively, what are the key strategies to scale driving consistent value and improving customer sentiment?



CLICK TO
REGISTER

**Wednesday
December 2nd 2020**

8:00 AM San Jose, CA
11:00 AM Miami
4:00 PM London
5:00 PM Berlin

SPEAKERS FOR THIS WEBINAR



Rick Adams

Rick Adams is a business innovation and business outcomes expert author, speaker, trainer and entrepreneur. He is the Founder and CEO of PracticalCSM.com – a leading global training and certification provider for Customer Success Management professionals. Over the last three decades, Rick has personally trained thousands of customer facing professionals in over 30 countries around the globe, and he is the author of Practical Customer Success Management: a best practice framework for rapid generation of customer success.



Marcos Garcia Villas Boas

Director Customer Experience
LATAM



Alex Bourg

AMER Regional Lead
Customer Success Management

