PRACTICAL CSM
MAKING CUSTOMER SUCCESS SIMPLE

Customer Success Training, Certification & CPD
Case Study & Testimonial
from
IntelliShift
a division of VTS

THE CHALLENGE

Intellishift, a leader in connected vehicle and fleet intelligence solutions, was experiencing rapid growth. With new customers coming on board and the CS organization expanding quickly, leadership faced the challenge of building a scalable and consistent Customer Success function.

As the team grew, so did the complexity: each new hire brought valuable experience but also their own way of working. Without a shared framework, there was a real risk of fragmented processes, uneven customer experiences, and wasted time reinventing best practices. The company needed a way to align everyone around a single, proven approach to Customer Success — one that would scale as the team continued to expand.

THE SOLUTION

To address this, Intellishift partnered with Practical CSM and rolled out the **Certified CSM Professional (CCSMP)** program across its Customer Success organization.

Key reasons for choosing Practical CSM included:

- **Comprehensive curriculum** covering the full scope of Customer Success, from onboarding to renewals.

- **Flexible learning model** with self-paced videos, workbooks, and templates — making it easy to fit into busy schedules.

- **Admin visibility and control** that allowed leaders to monitor progress, identify gaps, and guide team members.

- **Industry recognition** of CCSMP, providing credibility both inside the company and across the market.

The CCSMP program enabled Intellishift to deliver consistent training at scale, while still allowing individuals to learn at their own pace and apply concepts directly to their accounts.

IMPLEMENTATION

Rolling out the CCSMP certification was straightforward. Each team member received their own login, making onboarding fast and simple. The platform's interface gave leaders full visibility into who had started, how far along they were, and where additional support might be needed.

Team members appreciated the ability to pause, bookmark, and resume training around their day-to-day responsibilities. The program's structure made it easy to balance certification with live customer work, ensuring learning translated immediately into practice.

Additional resources — including downloadable templates, tools, and a supporting practitioner guide — gave the team not just knowledge, but practical assets they could use in meetings and planning sessions.

THE OUTCOMES

By standardizing on CCSMP training, Intellishift achieved several clear outcomes:

- **Consistency across the team**
  Every CSM adopted the same proven framework, ensuring customers received a uniform experience regardless of who they worked with.

- **Faster time to productivity**
  New hires had a clear, structured onboarding path that accelerated their ability to contribute value.

- **Confidence in customer conversations**
  CSMs reported feeling more prepared to handle complex customer situations and more systematic in their approach.

- **Practical tools applied immediately**
  Templates and frameworks from the program were integrated into daily workflows, improving organization and process orientation.

- **Credibility and recognition**
  Team members valued the certification as a professional milestone, while leadership gained confidence that the CS function could scale effectively.

The investment in CCSMP training positioned Intellishift's Customer Success organization to support growth, drive stronger outcomes for customers, and reduce the risks associated with inconsistent practices.

CUSTOMER PERSPECTIVE

"I feel proud that I have my CCSMP now. It means something — it wasn't just a tick-box certificate."
— Director of Customer Success, Intellishift

Team feedback reinforced that the training was not only valuable for new hires but also delivered fresh insights for experienced CSMs. Even those with many years in the field reported learning new approaches, sharpening their skills, and gaining a stronger sense of structure in their day-to-day work.

WHY PRACTICAL CSM

Practical CSM is trusted by leading enterprises including Dell, Honeywell, Veradigm, and Emerson. The CCSMP program offers:

- **Scalable delivery** for organizations of any size.

- **Proven framework** aligned to Customer Success best practices.

- **Flexible, cost-effective learning** that adapts to the pace of business.

- **Industry-recognized certification** that builds confidence with customers and stakeholders alike.

For Intellishift, CCSMP certification provided a ready-made foundation to scale its Customer Success function. For other organizations, it offers the same opportunity: to align teams, accelerate ramp-up, and deliver consistent customer outcomes.

Ready to scale your CS team with confidence?
Visit practicalcsm.com or contact us at support@practicalcsm.com