



**PRACTICAL CSM**  
MAKING CUSTOMER SUCCESS SIMPLE

Customer Success Training, Certification & CPD

## Case Study & Testimonial

from



### THE CHALLENGE

**E2open**, a global enterprise SaaS company, had an experienced Customer Success leadership team and well-established processes.

However, as the organization scaled, a key limitation emerged.

Even with strong internal coaching, leadership did not have the time or capacity to consistently develop every CSM to a higher level of performance.

At the same time, many CSMs were operating in a reactive, operational mode - focusing on support issues and day-to-day tasks rather than driving customer value.

This created a gap:

- inconsistent depth of Customer Success execution
- limited focus on value realization and business outcomes
- reliance on internal coaching that could not scale

The challenge was not knowledge alone, but enabling the team to consistently apply Customer Success best practices in a structured, outcome-driven way.

### THE SOLUTION

E2open selected Practical CSM to provide a structured, rigorous certification program that would elevate the team's capabilities beyond what internal coaching alone could achieve.

The decision was driven by the depth of the methodology and the ability to translate Customer Success concepts into real-world application.

Practical CSM enabled E2open to:

- introduce a structured, end-to-end Practical CSM framework
- shift focus from operational tasks to customer value and outcomes
- provide practical playbooks for real customer scenarios

- deliver deeper learning and rigor beyond typical training programs

The certification program ensured that CSMs not only understood best practices, but could apply them consistently in their roles.

## IMPLEMENTATION

The program was rolled out in phases, starting with an initial cohort and achieving an **90% program completion rate** before expanding globally.

CSMs completed the training alongside their day-to-day responsibilities, supported by:

- structured learning modules
- ongoing progress tracking and visibility
- regular team sessions to review progress and share insights

Leadership reinforced adoption through team discussions, goal setting, and knowledge-sharing sessions, ensuring continuous momentum.

The flexible format allowed global teams to engage with the content at their own pace, while still maintaining alignment across the organization.

## THE OUTCOMES

The program delivered clear improvements in both mindset and execution across the Customer Success team:

### **Stronger focus on customer value**

CSMs shifted from reactive task execution to proactively driving customer outcomes and value realization.

### **More structured Customer Success execution**

The team adopted a consistent framework covering the full customer lifecycle, from onboarding to ongoing engagement.

### **Improved internal alignment**

CSMs were better equipped to set expectations, collaborate with internal stakeholders, and communicate the value of Customer Success.

### **Higher capability across the team**

Even experienced CSMs developed deeper understanding and more advanced approaches to managing customer relationships.

### **Scalable development model**

Leadership gained a repeatable way to develop CSMs without relying solely on internal coaching, **saving an estimated 27 hours** of management bandwidth per month.

## CUSTOMER PERSPECTIVE

“Even as a Customer Success leader, I don’t have the time to coach every individual at the depth required. This program takes the team to a level I couldn’t achieve alone.”

— Rebecca Nerad, VP Customer Success, E2open

“The course shows not just why Customer Success matters, but how to actually deliver value to customers in practice.”

— Himanshu Raghav, Senior Director Customer Success, E2open

## WHY PRACTICAL CSM

Practical CSM enabled E2open to:

- scale CSM development beyond internal coaching limitations
- provide a structured, outcome-driven methodology
- ensure consistent application of Customer Success best practices
- elevate both new and experienced CSMs

For enterprise organizations, this solves a critical problem: developing high-performing CS teams at scale without over-relying on leadership bandwidth.

**Ready to scale your CS team with confidence?**

Visit [practicalcsm.com](https://practicalcsm.com) or contact us at [support@practicalcsm.com](mailto:support@practicalcsm.com)

