



PRACTICAL CSM
MAKING CUSTOMER SUCCESS SIMPLE

Customer Success Training, Certification & CPD

Case Study & Testimonial

from



NEWSWHIP

THE CHALLENGE

NewsWhip, a US and European SaaS company providing media analysis for enterprise brands and publishers, faced a common scaling challenge within its Customer Success team.

Team members were operating at very different levels of experience.

Some had 5-10 years in Customer Success, while others were entirely new to the role. Even experienced team members had developed their own approaches over time, often without formal training.

This created a clear risk:

- inconsistent skill levels across the team
- different approaches to managing customers
- no shared standard for Customer Success execution

Without alignment, this would lead to uneven customer experiences and reduced effectiveness across the team.

The goal was clear: bring everyone to the same level with a consistent, structured approach to Customer Success.

THE SOLUTION

To solve this, NewsWhip selected Practical CSM to standardize knowledge, skills, and approach across the entire team.

The objective was not just training - but alignment across different experience levels.

Practical CSM enabled NewsWhip to:

- bring all team members to a consistent baseline
- align experienced and new CSMs under the same framework
- cover both strategic and practical aspects of Customer Success

- provide a structured foundation for managing accounts

The combination of comprehensive content, real-world experience behind the training, and strong value for cost made the decision clear.

IMPLEMENTATION

The rollout was simple and well-structured.

Training was delivered in an interactive format, combining core material with real-world discussion and application. Sessions were tailored to NewsWhip's business, with time invested upfront to understand their products, customers, and use cases.

This ensured the training was directly relevant to day-to-day work, not generic theory.

Operationally, the process was smooth from start to finish, from initial setup through delivery, with minimal administrative overhead.

THE OUTCOMES

Standardizing training across the team delivered clear improvements in alignment and capability:

Aligned skill level across the team

All CSMs, regardless of prior experience, were brought to a consistent standard.

Shared approach to Customer Success

The team adopted a unified way of managing accounts, reducing variability between individuals.

Stronger strategic and practical capability

CSMs improved across both high-level account strategy and day-to-day execution, including renewals and upsell identification.

More effective customer engagement

With a clearer structure and shared methodology, interactions with customers became more consistent and effective.

High team adoption and satisfaction

The training was engaging and directly applicable, leading to strong buy-in across the team.

CUSTOMER PERSPECTIVE

“We had people at completely different stages in their careers. We needed everyone at the same level, speaking the same language.”

“The content covered everything we were looking for, and the combination of quality and cost made it a no-brainer.”

— Customer Success Team Lead, NewsWhip

WHY PRACTICAL CSM

Practical CSM enabled Semperis to:

- rapidly standardize Customer Success across a growing team
- eliminate the need to design internal training programs
- provide a proven, structured framework for CS execution
- support fast hiring without sacrificing consistency

For organizations building or scaling Customer Success, this creates a critical advantage: the ability to grow without losing control of how customers are managed.

Ready to scale your CS team with confidence?

Visit practicalcsm.com or contact us at support@practicalcsm.com

