



PRACTICAL CSM
MAKING CUSTOMER SUCCESS SIMPLE

Customer Success Training, Certification & CPD

Case Study & Testimonial

from



semperis

THE CHALLENGE

Semperis, a fast-growing enterprise security software company serving Fortune 500 customers, needed to build its Customer Success function from the ground up while scaling rapidly.

Leadership faced a critical challenge: scaling a new CS team without an established framework.

Early team members came from support and marketing backgrounds, not traditional Customer Success. As hiring accelerated, the risk became clear:

- no shared language across the team
- inconsistent approaches to managing customers
- lack of structure in how Customer Success was delivered

Without a standardized model, scaling the team would lead to fragmented execution, inconsistent customer experience, and unpredictable outcomes.

The priority was clear: create a common foundation for Customer Success that could scale quickly across new hires.

THE SOLUTION

To address this, Semperis selected Practical CSM to provide a structured, end-to-end Customer Success framework for the entire team.

The goal was not just training - but creating a consistent, repeatable way of managing customers.

Practical CSM enabled Semperis to:

- establish a shared language and terminology across the CS organization
- implement a consistent approach to managing customers

- avoid building internal training from scratch
- provide a single source of truth for Customer Success best practices

The program acted as a “one-stop shop” for enabling a newly formed CS team to operate in a consistent, repeatable way.

IMPLEMENTATION

The rollout was fast and low-friction.

Team members were onboarded into the platform and completed initial certification modules within the first quarter.

The self-paced structure allowed learning to happen alongside day-to-day responsibilities, without disrupting customer work.

From a leadership perspective, progress tracking and visibility made it easy to monitor adoption and ensure alignment across the team.

Support and responsiveness from the Practical CSM team ensured any issues were resolved quickly, keeping momentum high throughout implementation.

THE OUTCOMES

Implementing a standardized Customer Success framework delivered immediate operational impact and reduced the risks associated with scaling a new team:

Unified way of working

All team members adopted a shared language and structured approach to Customer Success, eliminating inconsistency across the organization.

Faster ramp time for new hires

New team members reached productivity faster with a clear, structured approach to managing customer relationships.

Improved execution consistency

Customer interactions became more systematic and repeatable, reducing variability in how accounts were managed.

Scalable Customer Success model

Leadership gained confidence the CS function could grow without introducing inconsistency or execution risk.

Ongoing reference and enablement

Beyond training, the program became a continuous resource for frameworks, tools, and best practices used in daily work.

CUSTOMER PERSPECTIVE

For leadership, the impact was immediate: alignment across the team and a clear foundation for scaling Customer Success.

“The main goal was creating a common language across the organization. Practical CSM gave us exactly that.”

“It’s a very good starting point for building a Customer Success organization and getting everyone aligned.”

— VP Global Customer Success, Semperis

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

