



PRACTICAL CSM
MAKING CUSTOMER SUCCESS SIMPLE

Customer Success Training, Certification & CPD

Case Study & Testimonial

from



Talkwalker

THE CHALLENGE

Talkwalker, a global SaaS company specializing in consumer intelligence and analytics, identified a key gap within its Customer Success organization.

While the team was experienced, there was a need to strengthen core execution skills that directly impact customer outcomes.

The focus areas included:

- presentation skills in business reviews
- negotiation and objection handling
- overall effectiveness in customer conversations

Without addressing these areas, the risk was clear: inconsistent customer interactions and missed opportunities to drive value during key moments such as renewals and expansion discussions.

The objective was not to build from scratch, but to elevate the team's capabilities and improve the quality of day-to-day execution.

THE SOLUTION

Talkwalker selected Practical CSM to deliver targeted, high-impact training focused on improving real-world Customer Success execution.

The decision was based on the strength of the framework, proven methodology, and ability to tailor sessions to the team's specific needs.

Rather than generic training, the program was customized to Talkwalker's environment, ensuring relevance across real customer scenarios.

Practical CSM enabled Talkwalker to:

- strengthen critical customer-facing skills
- provide structured guidance for key interactions

- deliver practical frameworks that could be applied immediately
- align the team around more effective communication and execution

IMPLEMENTATION

The training was delivered in a highly interactive format designed to maximize engagement and practical application.

Sessions included breakout discussions, real-world exercises, and collaborative problem-solving, allowing team members to apply concepts directly to their daily work.

Given the remote nature of the team, this interactive approach also created a strong level of engagement and participation across the group.

Preparation ahead of the sessions ensured the training was aligned with Talkwalker's business, products, and customer context, making it immediately actionable.

THE OUTCOMES

The training delivered immediate improvements in how the team approached customer interactions and execution:

Stronger customer communication skills

CSMs improved in key areas such as presentations, objection handling, and negotiation.

More effective business reviews

Team members applied new approaches to customer presentations, improving clarity and impact.

Practical application in day-to-day work

Concepts from the training were quickly integrated into real customer scenarios and internal discussions.

Improved collaboration and knowledge sharing

Interactive sessions enabled team members to learn from each other and align on best practices.

Extended impact beyond training

Materials and frameworks were incorporated into onboarding for new hires, creating ongoing value.

CUSTOMER PERSPECTIVE

“The training helped us improve key skills like presentation, negotiation, and objection handling that we use every day.”

“The sessions were highly engaging, and the team immediately started applying what they learned in customer interactions.”

— Customer Success Leadership, Talkwalker

WHY PRACTICAL CSM

Practical CSM enabled Talkwalker to:

- deliver targeted skill improvement across the CS team
- provide practical, immediately applicable frameworks
- tailor training to real business scenarios
- improve execution without disrupting day-to-day operations

For organizations with established CS teams, this creates a clear advantage: improving performance without rebuilding the function.

Ready to scale your CS team with confidence?

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

