

# Customer Success Operations Establishing a Minimum Viable Product

## What is MVP in Customer Success?

Like an MVP in software development, a CS MVP is the **minimum functionality needed to deliver the Customer Success experience** to your end-users.

## Why?

Building out a CS process is a challenge in any respect. By adopting the methodology of an MVP you allow yourself to think big, start small, act fast, and iterate your process or processes while at the same time beginning to solve your customer's immediate needs. As you move to adopt new processes, you can create an MVP for each of them and address needs with the mindset of scale.

## RISKS

Without an established set of CS operations processes to address customer's needs as they come on board, you are at risk in some if not all of these key areas



## “Must Haves” for a Successful CS MVP



### Know Your Customers

- Journey
- Goals and Expectations
- Why they chose your solution



### The Right Resources

- Content
- Technology
- Human Resources



### Data, KPIs, Analytics

- App Usage
- Customer Engagement
- Customer Feedback
- Etc.

## Customer Segmentation

Customer Segmentation is the process of grouping your customers together based on common market characteristics so that you may best address the needs of each group. Common ways of segmenting customers include: account size (revenue or employees), geography, industry, and or by advanced analytics.

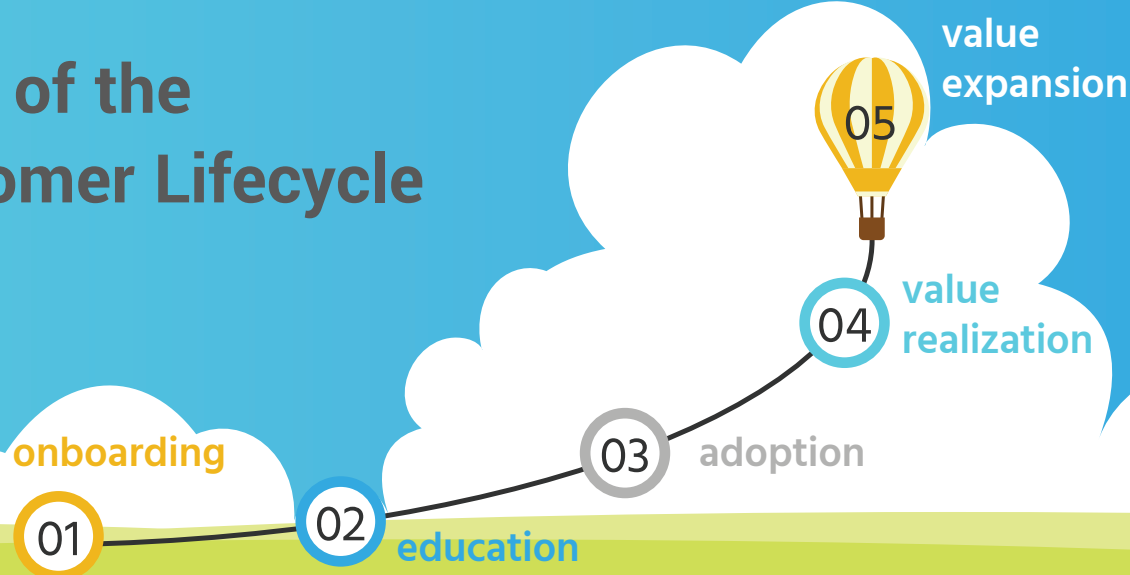


## Customer Journey Mapping

In outlining the customer experience, it's important to determine each of the interactions a customer has with a company from the moment they become a prospect, through their lifecycle as a customer. Journey mapping will reveal the common points of engagement and also where divergent paths may exist that lead to a poor customer experience.



## 5 Stages of the Customer Lifecycle



Read More Here:

<https://esgsuccess.com/applying-mvp-to-cs-the-why/>  
<https://esgsuccess.com/pillar/applying-mvp-to-cs-the-how/>

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