



What is Customer Success as a Service®?

ESG delivers Customer Success as a Service® (CSaaS), enabling you to build, operationalize, and transform your Customer Success organization. We focus on your goals and obstacles to offer services inclusive of both strategic consulting and tactical client-facing work.

Whether you're in the early stages of building your CS practice and need help creating a strong foundation, have a highly mature CS function and are looking to take the next step towards monetization, or fall somewhere in between, we're here to guide CS leaders through it all.

Customer Success Maturity Assessment	Customer Success Programs	Virtual Customer Success Managers	Customer Education
ESG identifies specific areas of strength and growth opportunity for your business.	ESG improves your CS maturity by quickly expanding your library of operational elements.	ESG fills customer coverage gaps and vCSMs provide best-in-class customer experience to your users.	ESG sells your training courses and subscriptions and manages the consumption of that training.

Perhaps you need help to scale through automation and digital channels, have coverage gaps in reaching all of your customers, are struggling to onboard and educate new customers quickly and effectively, or just simply can't do it all with your existing team, our in-house experts are here to take on those critical areas of your business.

We're passionate about helping companies grow and succeed through intelligent Customer Success strategies. Together, we'll define your success criteria and align our program and roadmap to support and accelerate your journey along the ESG Customer Success Maturity Model, addressing your unique pain points and driving growth.

Dive in to our Service Offerings

Customer Success Maturity Assessment

The ESG Customer Success Maturity Assessment was created to identify specific areas of strength and growth opportunity for your business. The assessment takes place during one-to-three deep dive sessions and consists of over 150 questions in 17 key areas that are vital to your CS organization.

After our team reviews your responses, we'll reconvene for a results session. You'll receive a thorough readout of where you stand today with guidance on how to improve your maturity in each key area.

Provided for a one-time fee of \$20,000.

Customer Success Programs

ESG's Customer Success Programs are perfect for CS organizations with low to medium CS maturity, or those looking to quickly accelerate their capabilities in specific areas. CS teams that lack the expertise and/or resources to build or optimize processes, documentation, and customer-facing assets will quickly see their library of operational elements expand.

We'll work together to define and create outputs like journey maps, playbooks, digital assets, customer health formulas, even deployment of a CS tool. Your ESG Program Manager will coordinate with the ESG team members whose skills best match your needs. Teams are right-sized based on skillset and capacity.

CS Programs typically range from \$30,000 to \$100,000 per month with a six-month minimum commitment.

Virtual Customer Success Managers

ESG's virtual Customer Success Managers (vCSMs) are for companies with customer coverage gaps in specific segments of their customer base or phases of the customer journey, or who need an incubator to test out new strategies and processes before rolling them out to your entire CS team.

Our vCSMs badge themselves as your employee to build stronger customer relationships with your users that drive your desired outcomes on KPIs like CX (CSAT/NPS), time to onboard, churn and renewal rates.

Recommended alongside a CS Program. vCSMs range from \$120,000 to \$180,000 annually with a one-year minimum commitment.

Customer Education

ESG's Customer Education services are intended for companies that offer fee-based user training. Our Education teams drive revenue and improve customer satisfaction and tool adoption by managing the sale and consumption of training courses, subscriptions, and certifications directly to your end users.

As ESG's legacy service offering, our Education teams include experts in Inside Sales, Customer Marketing, Data Analytics, and Ops, bringing industry best practices to each client account. And like our vCSMs, they're badged as your employees to proactively communicate with customers on your behalf.

Begins at \$150,000 annually with a one-year minimum commitment. Increases based on team size.