

CUSTOMER SUCCESS

With MemberSuite, once you are live with the system, you will get a dedicated Customer Success Manager (CSM) to ensure that you are receiving the maximum value from your investment on a new AMS. This ensures that you and your staff are optimizing productivity and improving the profitability of your association. While Customer Support Representatives are product experts, Customer Success Managers are customer experts.

CSM'S ROLES

- 🕒 **Business Partner.** Your CSM is there to understand your business needs, ensure you are gaining value, and provide an improved return on your investment in MemberSuite.
- 🕒 **Single Point of Contact.** Your CSM serves as a single point of contact when questions arise; eliminating confusion and any margin for error.
- 🕒 **Customer Advocate.** Your CSM will act as your advocate and voice into MemberSuite's Product team, making sure your escalations and enhancements are heard.
- 🕒 **Colleague.** Your CSM will become an extension of your association by understanding your mission, learning your goals, and helping you grow within the system as your organization grows.
- 🕒 **Industry Expert.** Your CSM will provide best practices across the industry and the AMS user base to help you become more effective and efficient in the system.
- 🕒 **Escalation Point.** Your CSM will be your point of escalation to make sure your items of need are in the correct hands.

"Our Customer Success Manager has been our dedicated and attentive CSM since we migrated to MemberSuite about seven years ago and has been extremely instrumental in making our experience a positive one. She understands our needs, remembers our busy periods, and follows up to make sure MemberSuite is providing the tools we need. She also has an amazing personality and a great sense of humor which has helped us build a strong, solid relationship and she is truly appreciated."

- Michelle C. Mora, Member Services Specialist
New York State Funeral Directors Association

"We needed a real partner, one who was responsive. We've found that in MemberSuite, we have a dedicated Customer Success Manager and a support team that responds to our needs."

- Chris Sanyer, Director of Membership,
Association of University Programs in
Health Administration

