

CUSTOMER SUCCESS PROGRAM OVERVIEW

Proactive Leadership, Continuous Communication,
Resource Coordination



Overview

We share a common goal with each of our customers - to implement a data governance program that provides tangible corporate benefits and personal wins for key sponsors and stakeholders.

Our commitment to that shared goal extends beyond the sale to our investment in a comprehensive Customer Success Program that is free for each of our customers.

The mission of the program is to proactively align Collibra resources with the customer's needs at every step in their data governance journey

Our CSM's are aligned with our customer's goals to succeed and gain maximize value from their existing Collibra investment. And unlike sales-driven programs, our CSMs are not compensated on adoption, customer retention, or upsell/cross-sell.

Program Scope

Upon contract signing, we immediately assign a dedicated Customer Success Manager (CSM) whose goal is to manage the customer account and assist with all their needs. The engagement begins with on-boarding and extends to coordinating services engagements, facilitating executive and product management discussions, securing resources to address issues, and more.

Key Program Components

Software Delivery: The CSM takes responsibility for delivering all purchased licenses and providing cloud instance access. They proactively submit internal requests, track the process to completion, and notify the customer.

Pre/Post Sales Transition: The CSM schedules and facilitates internal meetings that transition knowledge from the Collibra presales team to the chosen service provider regardless of whether that is Collibra or a service partner.



On-Boarding: The CSM schedules a series of meetings to introduce the customer to available resources and processes such as the Collibra on-line community, Collibra University, Collibra meetups, support, and special customer events such as the Collibra Data Citizens conference.

Development Environment Preparation: The CSM facilitates the assignment of technical resources to walk the customer through a four-step process to ensure that their development environment is properly installed and functioning.

Service Engagement Facilitation: The CSM schedules an initial meeting to introduce the leaders of the service engagement. They also track the process to ensure the customer has the resources they need and that they are delivering successfully.

Communication Cadence: The CSM works with the customer to establish a communication cadence that includes meetings with executive sponsors, program leaders, and technical support.

Customer Satisfaction Review: The CSM initiates satisfaction reviews and follows up to identify any unforeseen gaps so an action plan can be created.

Impact and Benefits

The entire program is designed to provide rapid time to value, continuous improvement, and the ability to grow the scope and scale of a data governance program. Specific benefits include:

- Faster Collibra on-boarding, including the proactive identification of key needs and resources
- Open lines of communication with key stakeholders and Collibra executives and key managers
- Clear understanding of product direction
- Clear understanding of Collibra resources and assets available to them
- Continuous access and networking to share the lessons learned by other customers

This program is part of our commitment to every customer and we believe it is a cornerstone of the value we provide.

Getting Started

For more information about Collibra Customer Success Program, please contact your Collibra representative or email support@collibra.com.



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