	Support	Onboarding	Renewals	Revenue Generator
Company maturity stage	• Small company (10-20 people, most of them in R&D). • Few customers /design partners	Customer acquisition is the main focus of the company	• Revenue from renewal is growing ~30% of overall revenue • Few customers churn	• ARR is in the 10s of $M • Revenue from an existing customer is equal/higher than 50% of the total revenue
CSM focus	• Solving customer's technical issues (Reactive approach) • Focus on technical understanding of the product	• Convert PoCs to customers • Following early-stage onboarding playbooks/sets of actions/	• Post-onboarding /adoption processes • Health score • Data insights	• Customer growth • Different "packages" and playbooks per customer segment • Data-driven decisions
Customer interactions	• Understand the impact on customer systems /Production /up-time • Possible exposure to SLA (if exists)	• Exposure to customer's objectives • Creating customer-facing material • Less focused on relationships	• Aligned with customer-expected outcomes • Proactively seek Customer feedback • More focus on relationships	• Exposed to more strategic customers with high contributions to ARR • Seeking a trusted advisor position
Commercial mindset	None	• Limited exposure to commercials • Realizing the positive impact of successful onboarding on renewal	• Exposed to commercial process • Understand the impact of the customer experience and customer relationship on renewals	• High Exposure – Collaborating with Sales • Develop relationships with senior stakeholders • Identify and qualify growth opportunities
Possible KPIs	• Timely response to customer's issues/tickets	• Successful onboarding completion within certain timelines • Customer satisfaction	• Retention/Churn • Customer Satisfaction	• NRR • Quality of relationship • Advocacy