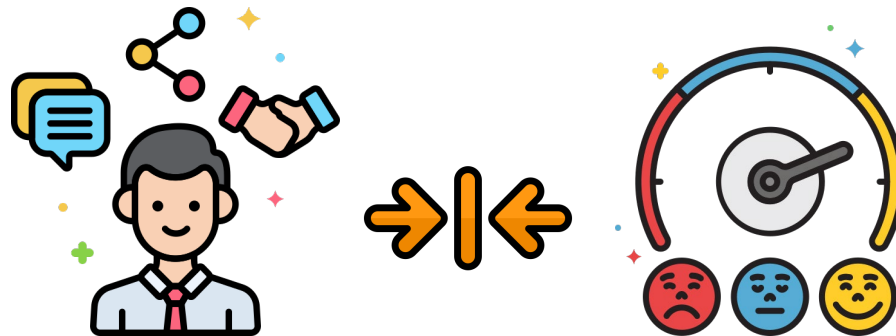
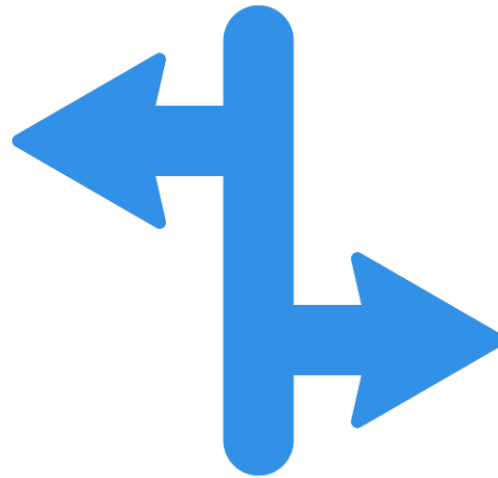




Merging Customer Success & Customer Experience



What's the difference between Customer Success & Customer Experience?



Customer Success vs Customer Experience

	CUSTOMER SUCCESS	CUSTOMER EXPERIENCE
Primary Goal	Get most out of product/service	Overall Relationship
Location in Customer Journey	Post Sale	Full Journey
Key Touch Points	Onboarding, Escalation, Renewal	All Touchpoints
KPIs	Customer Retention	NPS, CSAT, Effort
Orientation	Proactive	Proactive and Reactive



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