

★ MarketStar.

CUSTOMER SUCCESS

...simplified

We help optimize your customer journeys and scale your post-sales operations to uncover new and retain recurring revenue. We do this through our advanced process design, technology orchestration, and 35+ years of strategic sales experience.

Multi-lingual capabilities, global reach with teams in 60+ countries, and specializing in long tail SMB

WHAT WE DO

We provide post-sales onboarding, customer growth, and retention solutions for our clients to help them achieve desired business and customer outcomes

- We incorporate a flexible turnkey organization
- Customized technology configuration
- Reliable success metric reporting and proactive customer base analyses



all designed to safeguard your customers and capture growth.

WHAT WE CAN DO TOGETHER

- **SCALE** your Customer Success (CS) function with a flexible, turnkey organization that promotes high customer loyalty and long-term revenue expansion.
- **ENERGIZE** your customer journey with certified customer success managers (CSMs) utilizing forward-thinking playbooks that guide your customers in their journey from onboarding to renewal and expansion.
- **MAGNIFY** ROI with advanced processes, customized technology configuration, and reliable metrics designed to safeguard your customers and capture growth.



Retaining your customers and expanding their lifetime value depends on creating a GREAT customer experience. If you have an existing CS function that needs a boost in productivity, or if you're looking to scale your complete CS organization, we can help.



**Set Your Goals, Achieve Them,
AND Show Measurable ROI**

Creating bottom-line growth through Customer Success depends on hitting key performance goals laid out by your organization. We do this by orchestrating a function that is streamlined and simplified, but still utilizes bleeding-edge metrics and full tech-stack utilization. We succeed when you and your customers succeed.

- Advanced processes and playbooks designed to develop, operationalize, and optimize customer journeys that lead to the greatest chance for success.
- Design, implement, and manage your technology stack in a way that activates people and triggers automated process in a way that works best for YOUR customers.
- Apply predictive analytics and customer intelligence models that drive customer engagement that is smarter, more efficient, and preferred by your customers.



**Great Customer Experience
= Powerful Revenue Engine**

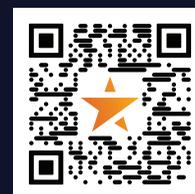
creating growth for **35** years

THE MARKETSTAR WAY

We have been building revenue retention and growth teams for 35 years. With decades of process design experience, global scalability, industry-leading customer success leadership, and favorable cost structures. Outsourcing through MarketStar will help you retain customers, increase their lifetime value, and grow revenue.

We're dedicated to simplifying the customer success movement and increasing revenue for our growth-minded clients. Our ability to recruit, scale, and retain talent is unmatched in our industry, and every team is custom-built to match your individual business needs. We are completely integrated with your internal resources and supported by our own in-house expertise.

Simply put, we do a lot of the heavy lifting to scale your business. We retain your customers and create growth through outsourced Customer Success teams that are cost-efficient, focused on creating growth and mitigating churn.



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