



CUSTOMER SUCCESS PREMIUM

PREMIUM CUSTOMER SUCCESS MANAGEMENT

Defining Success

Establishment of project success criteria is critical to any enterprise software implementation, but it doesn't go far enough. Every project must monitor adoption by employees and suppliers closely and actively plan for ever-increasing adoption levels. As time goes on, customers find the goalposts shifting slightly as both their businesses and Coupa change over time. Coupa launches multiple releases per year with significant enhancements and entirely new products. A laser focus on cost reduction at the outset may become a secondary priority in later years as the business climate changes and scaling the business becomes primary. Your Customer Success Manager (CSM) can help you navigate this complex landscape.

Your CSM will

- ▶ Know your business and your implementation
- ▶ Know best practices on how to use Coupa
- ▶ Advise and advocate within Coupa
- ▶ Partner in your plan for adoption
- ▶ Partner in success metric tracking
- ▶ Participate in steering meetings

Regular check-in discussions with your CSM serve as checkpoints to review success criteria. In case of any changes, your CSM can help you refine your criteria and make recommendations for any changes needed to your implementation.

Customer Success Manager: Your Customer Success Manager (CSM) is Coupa's expert on your goals, project, and technical configuration. Your CSM will work with you on an ongoing basis to review your progress and discuss best practices.

▶ **Periodic Detailed Business Review:** Your CSM will work with you to review how your organization is doing against your success metrics, discuss the roadmap, and provide an overall update on the partnership.

▶ **Success Metric Review:** Your CSM will work with you to review adoption and track your success metrics.

▶ **Spend Optimization Roadmap:** Your CSM will work with you to define your Spend Optimization roadmap that highlights the milestones on your path to achieving your Success Metrics.

KEY FEATURES

	Standard	Premium
Metrics Workshops	✓	✓
Best Practice Workshops	✓	✓
Role Based Training	✓	✓
Release Readiness Training	✓	✓
Office Hours	✓	✓
Named CSM		✓
Custom Roadmap Review		✓
Review your Adoption Plan		✓
Review your Success Metrics		✓
Spend Optimization Roadmap		✓

Workshops and Training

- ▶ **Customer Success Metrics Workshops:** Monthly customer success metrics workshops give you the opportunity to discuss metrics and best practices with a Coupa customer success manager.
- ▶ **Best Practice Workshops:** Weekly workshops on best practices for a variety of topics delivered by Coupa subject matter experts along with customers.
- ▶ **Role Based Training:** Sometimes you need a refresher course on Coupa functionality or a new person joins your team who needs to get up to speed. Each week we focus on a different role such as buyer, accounts payable, or administrator.
- ▶ **Release Readiness Training:** Prior to each upgrade, a "What's New" guide explains new features and what to expect. Customers can attend live product sessions to discuss the latest release and future plans with the Coupa product manager.
- ▶ **Technical Support Office Hours:** Occasionally you need the opportunity to discuss technical questions with a certified Coupa technical support expert. These twice a week office hours are a great way to ask questions.