

# Services Menu

## Build your CS department

- Define your CS vision, mission, and owned goals,
- Create your CS strategy and revenue/cost model,
- Design your base CS offering and customer health score,
- Define your CS motions and operating model,
- Write your CSM job description and assess first hires,
- Support in your key customer interactions and securing first references,
- Mentor your first CSMs.

## Scale your CS department

- Segment your customers and design your CS offerings (high/low/tech touch),
- Define your CS motions and CS your performance metrics,
- Align with your Sales, Product, Support, Services, and Marketing,
- Build your CSM capacity model, operating model, and org chart,
- Create your customer references program and your CSM enablement (slides, video),
- Choose your CS tools and develop playbooks,
- Assess and mentor your first CS leader.

## Restructure your CS department

- Diagnose your current CS capabilities and review customer/business feedback,
- Redefine your vision, mission, goals, and strategy for CS,
- Update your customer segmentation, CS offerings, CS operating model, and org chart,
- Recast your swim lanes, RACIs, job descriptions,
- Refresh your enablement collateral and playbooks,
- Evaluate your CS tooling,
- Mentor your CS leader or act as your interim leader until you hire your permanent leader.