

Customer Success How Innovative Companies Are Reducing Churn And Growing Recurring Revenue

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How Customer Success Mitigates the Need for Blame. When a product is new and groundbreaking, the end user will have to learn how to use it. This learning curve needs to be as short as possible. By employing customer success professionals and technologies, an innovative company can teach customers how to gain the benefits of their investment.

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The World's Most Innovative Companies is the definitive ranking of the 100 firms investors think will create profitable new ideas. Produced by Forbes in cooperation with Innovators DNA LLC.

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Lincoln Murphy, founder of Sixteen Ventures and co-author of Customer Success: How Innovative Companies Are Reducing Churn and Growing Recurring Revenue, is a customer success thought leader in every sense of the word.

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