



# ESG

Customer Success as a Service

## Who We Are & What We Do

ESG delivers Customer Success as a Service by helping companies efficiently extend their customer coverage model with a pay-for-performance approach that's powered by people. Founded nearly 15 years ago to help high-tech companies grow their Education and Training businesses, we became experts in marketing, selling, and administering Education to our customers' end-users. While we still deliver these services today, ESG evolved along the way to offer much more to our clients and their customers.

### Key Results

**92% PRODUCT RENEWAL AVERAGE** for a trained customer

**135% INCREASE** in product usage for trained customers

**2X THE RATE** of engagement for trained customers

ESG averages **20% UPSELL** on Training Credit burn

### We Close the Customer Coverage Gap

Something close to the 80/20 Rule always applies — the top 20% of your customers make up roughly 80% of your revenue and so they get nearly 100% of your proactive attention and resources. But what about the diamonds hiding in that bottom 80%? What about the customers who are left on their own to navigate your products and services? What about the untapped revenue that can come with building those relationships without pulling resources away from your top customers? ESG has the answers.

ESG extends your customer coverage to complement your internal resources and strategy. We've developed a process-driven formula proven to help our customers' end-users realize maximum value from their purchases and provide people who will proactively manage outreach campaigns at specific stages throughout the customer lifecycle. Our team of talented professionals works with your customers as a function of your company, so they benefit from a seamless experience where their needs are identified, addressed, resolved and exceeded.

### We Grow Your Education Business

Customer training is the #1 driver of customer adoption, which strongly influences customer success. As the leading provider of outsourced training sales and operations, we know how to increase training consumption and improve success. Our teams sell net new training, proactively burn training credits, and manage operational support. We are experts at driving education revenue and promote customer success by positioning training throughout the customer lifecycle.

### We Produce Game Changing ROI

We use the power of human interaction to build better customer relationships and stronger bottom lines. Our proven process-driven formula and Outcome Based Selling Methodology™ allow us to proactively identify risks, address those risks directly to mitigate churn, and ultimately deliver unprecedented ROI back to you. With ESG adoption goes up, churn goes down, customer relationships improve and your bottom line grows.