

ALIGNMENT TIPS

Product + customer success

Building relationships with the customer success team will help product teams understand customers' needs and requirements, which can then be used to inform product development. By listening to customer success managers and understanding their goals, product managers can ensure that the product is meeting the needs of the most important customers, which will increase loyalty and retention.



- ♦ **Establish a regular cadence** of meetings between product management and customer success management. CSMs should provide feedback on the product and how it's being received by customers.
- ♦ **Regularly share product development plans and roadmaps** to help customer success understand why certain features are being prioritized and what they can expect in the future.
- ♦ **Provide resources** to ensure that CSMs have access to the necessary resources to effectively communicate the value of the product to customers. This can include product documentation, training materials, and other resources that can help them better understand the product and its capabilities.
- ♦ **Close the feedback loop** by sharing roadmaps that reflect customer requests. This also allows CSMs to build stronger relationships with customers by giving them constant updates on features they've commented on, making everyone feel like the critical part of the process that they are.

PARTNER BENEFIT:

The focus on retaining and expanding customers is a top priority for many. By working closely with product, CSMs can deepen their understanding of the product and its capabilities, which ultimately improves communication and strengthens the relationship between them and customers.

Want more tips on building better relationships with your colleagues?

Check out the rest of our collaboration cheat sheets here: [Achieving Product-GTM Alignment](#)



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Common interactions

Build strong relationships

Customer Success Manager

Product Manager

Ask a product question



Answer and clarify the question

Submit feedback, feature request



Process feedback

Ask for the status of feedback/feature request submitted



Provides an update on the feedback and feature

Check if particular features are on the roadmap



Share a roadmap/plans and/or answer ad hoc questions

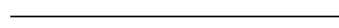
List top feature priorities for customers (aka VoC)



Meet with CSMs to hear these priorities and share updates

Make customers realize value and renew

Ask to join a call for a roadmap/vision presentation (mostly to avoid churn)



Join a customer call and present the roadmap/ answer questions

Communicate updates to customer



(Monthly) roadmap meeting