

Head of Customer Success

About Further

Further is the leading technology platform for senior living organizations that automates conversations between customers and their digital prospects. Further's platform helps its customers to generate more tours and, as a result, higher occupancy from their sales and marketing funnels. Further is the only automation platform in the senior living industry that connects first party marketing and sales data directly. Further is tackling a complicated and lucrative opportunity: The senior living industry is slated to grow significantly in the coming years as the "[Silver Tsunami](#)" comes into effect. More buildings will be developed, more individuals will need the service, and the entire industry will grow. In addition to this, the market is dramatically underserved. Technology that can improve occupancy has huge upside potential in senior living. The Further product team has invested significantly in building out the technology platform, has recently launched a series of new products, and is poised for tremendous growth.

About the Role

Further has made a big, strategic decision to invest in Customer Success early, including hiring the leader to build out the supporting team and programs. Customer Success will play a critical role in the success and growth of Further through the retention, expansion and growth of the existing customer base. Customers will sign, stay and grow with Further not just because of the value that they get from the platform but because of how the Further Customer Success team partners with their customers and serves as an extension of their teams. The Head of Customer Success at Further will report to the CEO and will be a member of the Further leadership team.

Responsibilities

- Develop the Customer Success vision and strategy to drive Further's high-level company objectives
- Design onboarding programs and services to help customers achieve quick time to value
- Create a customer education strategy to meet all customers' needs, ranging from prospective customers to newly signed customers to customers with mastery of the Further platform
- Craft customer engagement playbooks to drive maximum product adoption and unlock new growth opportunities

- Implement systems and processes to track milestones along the customer journey, including identifying customers at risk and those poised for growth
- Develop a program for gathering customer feedback to drive improvements to the Further product and services
- Recruit, develop and grow a team of Customer Success Managers, implementation specialists and support engineers to help customers find value and achieve long term success with Further
- Create a hiring model for scaling the team as the Further customer base grows
- Establish key metrics for measuring the overall success of the strategy

Required Background/Skillset

- 3+ years' proven success leading a customer success team of 5+ people
- 5 years' proven success at a B2B SaaS organization with a vertical product like Further
- Experience in a B2B sales and/or marketing platform organization
- Experience servicing Enterprise customers with a minimum ACV of \$100K
- Service mindset: This is a service oriented team/role vs. a revenue generating one. Developing relationships with customers is a critical part of the job. You are savvy, caring, professional and empathetic
- Product oriented: The CSMs at Further are technically astute and create product based solutions for customers. As the leader, by being knowledgeable in the product you build credibility and trust with both your team and your customers
- Consultative mindset: You and the team connect the dots between customer problems and technology solutions. You explore creative options before saying "that's not possible". You are curious, break down walls, work cross functionally to solve problems and surface "what is possible"
- Self-starter in a startup environment. You work well autonomously and don't need a lot of support or infrastructure to learn, grow and thrive. You are proactive: you see what needs to be done and you do it. You find answers on your own. You are driven, entrepreneurial, and motivated
- Strong organizational skills, experience developing and documenting new processes, attention to detail
- Excellent written and verbal communication skills
- Management style: You lead by example. You roll up your sleeves, join calls, show the team how to do it best
- Desire and willingness to be player/coach manager: As the leader you will initially spend up to 25% of your time proactively engaging our top customers to assess their satisfaction and learn from their experiences