

guidde.

Definitive Guide to
**Customer Success
Knowledge Sharing**

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What Is Customer Success Knowledge Sharing and Why Is it Important

As the world of business changes and becomes more complex, the role of customer success teams grows more important. In order to keep pace with the competition and deliver the best possible customer experience, it's essential for customer success teams to have access to the latest knowledge and information.

One of the best ways for customer success teams to stay up-to-date is through knowledge sharing. Customer success knowledge sharing is sharing information, best practices, and lessons learned within a customer success team. By sharing knowledge internally, customer success teams can become more efficient and effective in their work.

There are many benefits of customer success knowledge sharing. Perhaps the most significant benefit is that it helps teams to avoid repeating mistakes. When customer success teams share insights, they can learn from each other's experiences and make better decisions in the future. In addition, knowledge sharing helps teams to identify best practices and develop new strategies.

Finally, knowledge sharing can build team morale and improve team communication.

Challenges to Knowledge Sharing

Despite the many benefits of customer success knowledge sharing, there are also some challenges that need to be considered. One challenge is that customer success teams may be reluctant to share knowledge for fear of looking incompetent. Another challenge is that customer success teams may have different levels of expertise, which can make it difficult to find the right balance when sharing knowledge. It's also important to ensure that knowledge is shared in a way that is accessible and understandable for all team members.

How to Implement Knowledge Sharing

There are a few key steps that customer success teams can take to implement knowledge sharing in their organization.

- **First, it's important to identify the team's goals and objectives.**

Once the team's goals are clear, it will be easier to develop a plan for sharing knowledge.

- **Second, it's important to create a system for sharing knowledge.**

This system should make it easy for team members to share information.

- **Third, it's important to promote a culture of knowledge sharing.**

Rewarding team members who share knowledge can do this and making knowledge sharing a part of the team's regular activities.

- **Finally, it's important to review and update the knowledge sharing system regularly.**

As the team learns and grows, you should update the system to reflect these changes.

Customer success knowledge sharing is a vital part of keeping customer success teams up-to-date and efficient. By taking the time to implement a knowledge sharing system, customer success teams can overcome challenges and reap the many benefits of this important activity.

The Benefits of Customer Success Knowledge Sharing

Customer success knowledge sharing can transform the way customer success teams work. By sharing information internally, customer success teams can become more efficient and effective in their work.

There are many benefits of customer success knowledge sharing, which include:

1. Unleash Knowledge

Knowledge sharing platforms, like Guidde, give customer success teams the ability to tap into the knowledge of the entire company. Guidde empowers customer success managers to create designated spaces for each client. In these spaces, teams can share relevant information, such as account plans, meeting notes, and playbooks. This way, each team member has the most up-to-date information at their fingertips.

Customers can also create their own content and share it internally. By sharing knowledge privately, customer can help their teams work smarter, and address issues more quickly.

You may also use one-to-many asynchronous video communication with your clients to expand the reach of your message. If customers have questions about your product or service, they can watch a video that answers their questions. If you have a new feature to announce, you can send a video to all of your clients without having to schedule a meeting.

2. Avoiding Mistakes

Customer success teams can learn from each other's experiences and make sure that they don't make the same mistakes. When customer success teams share knowledge, they can avoid repeating mistakes and learn from each other's successes.

For example, if one customer success team has developed a successful onboarding process, they can share this knowledge with other teams. This way, other teams can avoid making mistakes when onboarding new customers.

3. Shorten Onboarding Time

Another benefit of customer success knowledge sharing is that it can shorten the onboarding time for new team members. When customer success teams have a system for sharing knowledge, new team members can start strongly. They will have access to the information they need to be successful in their role.

The asynchronous video chat tool in the Guidde app can also be used to help new team members get up to speed quickly. By using video, you can give new team members a tour of your product, or show them how to use a specific feature.

4. Enhance Customer Experience

By sharing best practices internally, teams can make sure that they are providing the best possible service to their customers.

For example, if a team has developed a great process for handling customer complaints, they can share this knowledge with other teams. This way, all teams can provide a better experience for their customers.

5. Boost Customer Retention

When customer success teams share knowledge, they can improve customer retention rates. By sharing best practices for working with customers, teams can make sure that they are providing the best possible service. This way, customers are more likely to stay with your company.

How To Get Started With Guidde Customer Success Knowledge Sharing

Launching into the wonderful world of customer success knowledge sharing is easy with Guidde.

First, sign up for a free Guidde account by clicking Get Started on our website. Be sure to use your company email address so that you can be added to your company's Guidde account.

As part of the sign-up process, you'll be asked to integrate apps like Slack, Google Drive, and Dropbox. This will help Guidde work its magic by gathering all of your company's customer success knowledge in one place.

Once you have an account, you can start creating customer success knowledge spaces for your clients.

The Guidde dashboard comprises a navigation pane on the left and three menu view options on the right:

01 Library

This is where you can find all the customer success knowledge spaces that have been created and video content that has been uploaded.

02 Applications

Here you will find all the apps that are available to be integrated with Guidde. You can add or remove apps.

03 My Guidde

In this view, you can see all the Playbooks and videos you've created, as well as the ones you've bookmarked for later. To create your first Playbook, click on the "Create Playbook" button and select an option from the menu.

From the navigation pane, you'll have access to the Home, Spaces, Inbox, Insights, Activity feed, Integrations, Invite, and Account.

Create Your First Space

Now that you know all about customer success knowledge sharing, create your first space:

Click Spaces from the navigation pane and then click on the "Create new space" button.

Enter a name for your space and add a description. You can also add a cover photo to make your space more visually appealing. Next, add members and select their permissions and roles. You can choose between Viewers, Collaborators, and Admins.

Once you've finished adding members, it's time to start adding content to your space.

To add video content, click on the "New" button and select to record a video or upload an existing one.

Now that you know how to get started with Guidde customer success knowledge sharing, create your first space. Sharing knowledge has never been easier! To add video content, click on the "New" button and select to record a video or upload an existing one.

Now that you know how to get started with Guidde customer success knowledge sharing, create your first space. Sharing knowledge has never been easier!

Tips for Creating a Successful Customer Success Knowledge Sharing Program

Creating a successful customer success knowledge sharing program can seem daunting, but it doesn't have to be. Here are some tips to get you started.

1. Define Your Goals

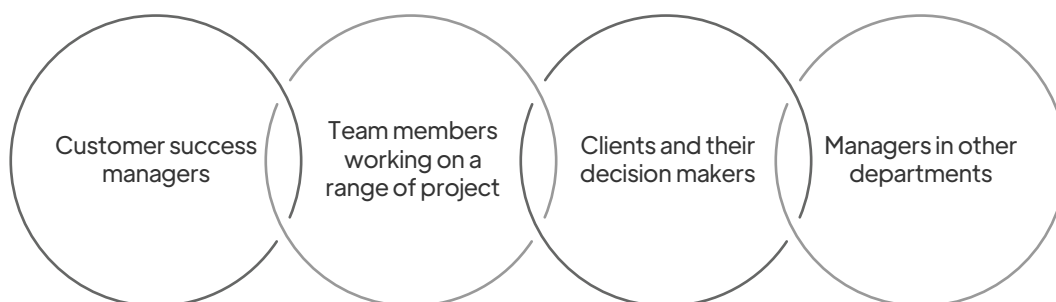
Before you can start sharing knowledge, you need to define your goals. What do you want to achieve with your knowledge sharing program? Do you want to improve customer retention rates? Increase internal collaboration?

Understanding your goals will help you create a successful customer success knowledge sharing program that meets the needs of your team.

2. Map Out Different Use Cases

Guidde is a versatile tool that can be used in a variety of different ways. To get the most out of Guidde, map out different use cases for your team, customers, and partners.

Start by listing the different players who will need access to the Guidde app:



Next, outline how each player will use Guidde and what they'll need access to:

- **Customer success managers will use Guidde to create spaces for their clients.** They'll need access to the Guidde library or specific playbooks that outline your company's processes, trainings, and resources. They'll also need to invite members (clients, teammates) to join the space.

- **Team members, like customer success managers,** will also need access to the Guidde library or specific playbooks. In addition, they'll need to be able to create new playbooks and add video content. Next, they'll need to be able to collaborate in specific spaces for their client projects.

- **Different clients may require different levels of access.** For example, some clients may only need to view specific content while others will need to be able to collaborate in the space and comment or approve deliverables.

3. Train Your Team

Once you've defined your goals and mapped out how Guidde will be used, it's time to train your team. This step is critical to ensure that everyone knows how to use Guidde and understands its value.

When training your team, be sure to cover the following topics:

- ▶ How to use Guidde's features and functionality
- ▶ How Guidde can be used to achieve your team's goals
- ▶ The different use cases you've mapped out
- ▶ How to create a space and invite members
- ▶ How to add content to a space
- ▶ How to collaborate with others in a space

For your convenience, we've preloaded a few training videos into the Guidde app. You can access these videos through the Library view.

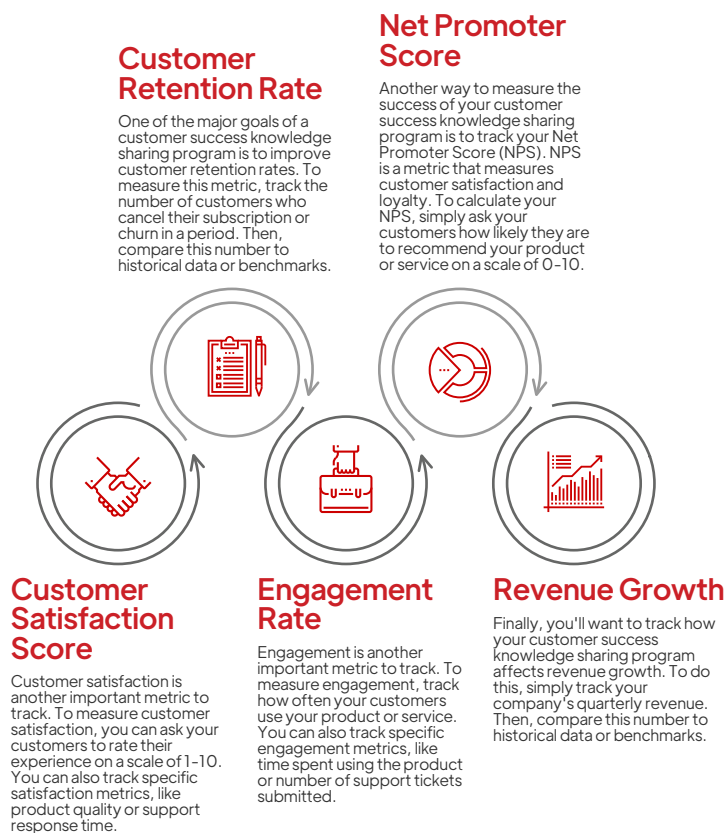
4. Get Feedback and Iterate

Once you've launched your customer success knowledge sharing program, it's important to get feedback from your team and customers. Use this feedback to iterate on your program and make improvements.

As you continue to use Guidde, you'll find new ways to use the app and achieve your customer success goals. Be sure to share these best practices with your team so everyone can benefit from your success.

How to Measure the ROI of Your Customer Success Knowledge Sharing Program

Now that you've launched your customer success knowledge sharing program, it's time to measure its success. Here are a few metrics you can use to track the ROI of your program:



Conclusion

Customer success knowledge sharing is a critical part of any customer success strategy. By using Guidde, you can easily create a knowledge sharing program that will help you achieve your customer success goals.

Free Tools and Resources for Customer Success Knowledge Sharing

Not ready to commit to Guidde? No problem. Here are a few free resources you can use to get started with customer success knowledge sharing:

01 Guidde

A customer success knowledge sharing platform that makes it easy to create and manage a knowledge sharing program.

02 CSKP

A customer success knowledge sharing program template that you can use to get started.

03 Customer Success Toolkit

A free guide that covers everything you need to know about customer success, from strategy to execution.

What To Look For in a Customer Success Knowledge Sharing Solution

If you're looking for a customer success knowledge sharing solution, here are a few features to look for:

- **Knowledge Base.** They'll need access to the Guidde library or specific playbooks that outline your company's processes, trainings, and resources. They'll also need to invite members (clients, teammates) to join the space.
- **User Management.** The platform should have user management features so you can control who has access to your customer success content
- **Reporting and Analytics.** The platform should have reporting and analytics features so you can track the success of your customer success knowledge sharing program
- **Ease of Use.** The platform should be easy to use so you can quickly create and manage your customer success content
- **Affordable.** The platform should be affordable so you can get started without breaking the bank

Customer success knowledge sharing is a critical part of any customer success strategy. By using Guidde, you can easily create a knowledge sharing program that will help you achieve your customer success goals. With Guidde, you can create a knowledge base, manage users, track the success of your program, and more. Get started today and see the difference Guidde can make for your customer success program.

Examples of Successful Customer Success Knowledge Sharing Programs

Successful customer success (CS) programs are more than just a set of processes and procedures. They are the lifeblood of any company that sells or services customers. The key to success is having a deep understanding of what your customers need and want, and delivering it to them in a way that makes them feel valued.

There are many ways to share knowledge among customer success teams. One popular method is using a customer success platform (CSP), which is a software application that helps CS teams manage their customer relationships. CSPs typically include a knowledge base, where team members can share best practices, tips, and tricks.

Another way to share knowledge is through customer success webinars. These can educate customers on new features, best practices, or even just to get feedback from them.

Finally, customer success managers can also share their knowledge through one-on-one coaching or mentoring. This is a great way to build relationships and trust with your customers, and it can help them learn more about your products or services.

Companies Who Have Implemented Customer Success Knowledge Sharing Programs

1. Jive Software

Jive's customer success team has a "Community Champions" program that encourages customers to share their knowledge and best practices with each other. Customers who take part in the program receive special recognition from Jive, and their contributions are featured on the Jive website and in other Jive collateral.

2. Salesforce

Salesforce's "Success Community" is a customer-led online community where users can ask questions, share best practices, and collaborate with each other. The Success Community is moderated by Salesforce employees and features a "Top Contributors" leaderboard to encourage participation.

3. HubSpot

HubSpot's "Customer Success" group on LinkedIn is a private group open only to customers and employees of HubSpot. The group is a place for customers to ask questions, share best practices, and connect with each other.

4. Guidde

At Guidde, we practice what we preach, and our customer success knowledge sharing program is a perfect example of that. Our customer success team uses Guidde to share knowledge internally and with our customers. This has helped us improve our customer success processes and deliver better results for our customers. In addition, our customer success team uses Guidde to create and manage customer success content. This has helped us improve our customer success content and make it more accessible to our customers.

5. Zendesk

Zendesk is a customer service software company that uses a customer success knowledge sharing program to help its customers be successful. Zendesk's customer success program is a knowledge base where Zendesk customers can find information on how to be successful with Zendesk. Zendesk also has a customer success team that is dedicated to helping customers be successful. The customer success team provides one-on-one support, training, and education to Zendesk customers.

6. Basecamp

Basecamp is a project management software company that uses a customer success knowledge sharing program to help its customers be successful. Basecamp has a customer success team that is dedicated to helping customers be successful.

The Bottom Line

The most important thing to remember is that knowledge sharing should be a two-way street. Your customers should feel like they are part of the process, and they should be able to contribute their own ideas and insights. If you can create a customer success program that is collaborative and interactive, you will be well on your way to success.

The Future of Customer Success Knowledge Sharing

The customer success industry is still in its infancy, which means there is a lot of knowledge still to be shared. And while there are already some great customer success resources out there, there is always room for more. With that in mind, here are five ways we think customer success knowledge sharing will develop in the coming years:

1. Predictive Analytics

As customer success teams become more data-driven, they will increasingly rely on predictive analytics to identify at-risk customers and prevent churn. This will require customer success professionals to have a strong understanding of data analysis and statistics.

2. Account-based Marketing

Customer success teams will need to adopt account-based marketing strategies to better target and support their largest and most valuable customers. This will require a shift in mindset from customer success professionals, who are used to thinking about individual customers.

3. Customer Journey Mapping

Customer success teams will need to create detailed customer journey maps to identify opportunities for improvement and optimize the customer experience. This will require a deep understanding of the customer experience and how it can be improved.

4. Metaverse Integration

As customer success teams become more closely integrated with sales, marketing, and support, they will need to be able to use data from multiple sources to get a complete picture of the customer. This will require customer success professionals to be comfortable working with data from multiple sources and understanding how it all fits together. Companies could, in a sense, create their own customer success "metaverse."

5. AI and Machine Learning

As artificial intelligence and machine learning become more commonplace, customer success teams will need to start using these technologies to automate repetitive tasks and make more informed decisions. This will require customer success professionals to have a basic understanding of how these technologies work and how they can be used to improve the customer experience.

The Future of Customer Success is Bright

The customer success industry is still in its infancy, which means there is a lot of knowledge still to be shared. And while there are already some great customer success resources out there, there is always room for more.

As the customer success industry continues to evolve, so too will the ways in which customer success professionals share knowledge. These five trends are just the beginning. We are excited to see how customer success knowledge sharing develops in the years to come.

FAQs About Customer Success Knowledge Sharing

How Do I Get Started
With Customer
Success Knowledge
Sharing?

The best way to get started with customer success knowledge sharing is to sign up for a free demo of Guidde. With Guidde, you can quickly create and manage a knowledge sharing program.

What Is the Difference
Between Customer
Success Knowledge
Sharing and Customer
Success Content?

Customer success knowledge sharing is sharing customer success content with clients and employees to help them be successful. Customer success content is the actual customer success information that is shared.

Is Customer Success
Knowledge Sharing
Right for My
Business?

Customer success knowledge sharing is right for any business that wants to improve customer success processes and deliver better results for customers.

How Much Does
Customer Success
Knowledge
Sharing Cost?

Customer success knowledge sharing is a free service. You only pay for the cost of the platform you use to manage your customer success content. Most customer success knowledge sharing platforms, like Guidde, offer a free trial.

Is Customer
Success
Knowledge
Sharing Secure?

Customer success knowledge sharing is secure with Guidde. Guidde uses the latest security technologies to protect your customer success content.

Guidde's Customer Success Solutions

Customer success knowledge sharing is a critical part of any customer success strategy. By using Guidde, you can easily create a knowledge sharing program that will help you achieve your customer success goals.

Customer Success Knowledge Sharing

Guidde is the leading customer success knowledge sharing platform. Guidde makes it easy to create and manage a knowledge sharing program.

With Guidde, you can:

Create a knowledge base where you can store all of your customer success content



Control who has access to your customer success content with user management features



Track the success of your customer success knowledge sharing program with reporting and analytics features



Quickly create and manage your customer success content with an easy-to-use platform



Customer Success Solutions

Guidde offers customer success solutions that help you retain and grow your customer base. Our platform enables you to manage your customer relationships, deliver engaging customer experiences, and measure success.

Guidde's platform helps you:

The video knowledge sharing capabilities of Guidde makes it easy to learn from and engage with your customers. Our platform helps you manage customer relationships, deliver engaging customer experiences, and measure success.

Moreover, you can integrate existing systems into Guidde without any hassle, making it even more powerful.

Other Business Solutions

In addition to customer success solutions, Guidde offers a suite of other business solutions, including:

- **Business Process Automation:** Streamline your business processes with our easy-to-use platform
- **Project Management:** Manage your projects efficiently with our powerful tools and services
- **Salesforce Integration:** Seamlessly integrate Salesforce with Guidde to improve your sales productivity
- **Marketing Automation:** Maximize your marketing efforts with our powerful tools and services
- **Customer Training:** Train your customers quickly and easily with our video knowledge sharing capabilities
- **Customer Relationship Management:** Manage your customer relationships effectively with our powerful tools and services

Guidde's customer success solutions help you reduce onboarding time by 50% and grow your customer base. With our easy-to-use platform, you can engage your customers, deliver personalized experiences, and measure success. Contact us today to learn more about how we can help you succeed.

Easing your team into a customer success knowledge sharing program can be a daunting task. But with Guidde, it's easy to get started. Simply sign up for a free demo to see how Guidde can help you achieve your customer success goals.

**Contact a Guidde consultant
today to know more about
Customer Success
Knowledge Sharing**