Cisco Customer Experience Specialized Partners

- Achieved CX Specialization in Republic of Korea

INSUNG 인성정보

Comtec

Ringnet

s}net

iCent
IP Convergence Technogy Leader

e-Tech SYSTEM

opasnet

ECS

- 내년 4월 안으로 CX Specializations 자격을 취득한 파트너만 Cisco Gold Partner 유지 가능!

Partner Success Sharing

Ringnet

"CX enables Ringnet to better understand the customers' business in various industries and to support their KPIs achievement. It present Ringnet as a true partner to our customers, not just a supplier. It enables us to transition from a hardware centric business model to a recurring software and services business model.

We operate a dedicated CS organization with 3 CSMs, 1 RM and led by a Practice Leader. We also establish a DevNet team and work with Ecosystem partners to provide customized solutions to customers by utilizing Cisco APIs.

In the process of preparing for Customer Experience Specialization, Ringnet CS provided a framework that could systematically consider more delicate and detailed parts as Ringnet proceeds with customer business. While investing in CS, we decided to introduce the system and develop it inhouse. It is also the driving force that makes DNA that can be automated and quickly adapted to changes as it digitally transforms inside the Ringnet."

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Partner Success Sharing

Soo Hyun Chang
CEO
OPASNET

Ensuring good CX and customer success throughout the subscription lifecycle is essential as it improves our annual recurring revenue. We believe that it helps businesses achieve a better customer experience and ensures a successful path into the future. As we practice customer success, we will keep demonstrating our value to our customers and can expect to reduce churn rate and increase upsell opportunities as well. We believe that this is a win-win strategy that enables customers and partners to succeed together by creating a virtuous cycle structure through expansion and renewal of Cisco SW business.

We plan to continuously invest in training and experts in customer success, collaborating with the sales team and utilizing the internal compensation system at each stage of the customer lifecycle.

As part of our digital transformation, customer success will be the driving force for implementing a consistent strategy and process for Cisco HW & SW sales and management in the future. Also, it is about making our customers as successful as possible so that they and our company work together to improve their lifetime value.

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Partner Success Sharing

SNET Systems
Executive Director
Mr Park, Jin Woo

"Building Customer Success is very important for SNET to achieve sustainable growth with customers and it helps us to better understand Customer Experience and Lifecycle.

We invest our time and effort to understand Cisco CS motion. It is a new sales methodology for SNET that truly focus on customers, and how we can help customers to succeed. Apart from organizing a CX team with assigned dedicated personnel, we have also developed a customer equipment health check tool called NetCheckup. In addition, we conducted customer trainings and workshops.

Achieving the Customer Experiemce Specialization is of great significance to SNET in order to shift from a hardware sales-oriented business model to a software and service business model. And compared to other competitors, we can differentiate ourselves."

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Partner Success Sharing

E-Tech

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"COVID-19 is further accelerating the need for digital transformation to business longevity.
As part of it, Customer Success helps businesses better understand the customer experience and lifecycle so they can improve it. In order to keep our edge in a competitive market, CS has to be leveraged to nurture relationship with our customers as well.

We regularly conduct internal training sessions for CX enablement to change our hardware-centric mindsets. Studying and analyzing of SaaS business model, examining how sales has prioritized and segmented customers, planning a strategy for customer-centric milestones, and so on. It is at an early stage, but we will consider more sales methodologies and strategies to align with Cisco CX motion.

COVID-19 has brought the New Normal and all business will face more navigating exceptional disruption and change. Achieving CX specialization, it means that we are working with Cisco to keep pace with these changes and prepare for new business as well."

Partner Success Sharing

Comtec
CEO
Mr Kwon, Chang Wan

"We are convinced that our customers' success is our success. Therefore, focus on helping our customers of major banks, financial institutions and large enterprise companies such as Hyundai Motor Group, Lotte Group, SK Hynix, LS group and Hanwha Group solve their complex business challenges are answers to building customer success.

Comtec has defined the business methodology of ensuring customer achieve desired outcomes. To do so, company has invested and built Comtec CX team. The team consist of four CSMs and a Renewal Manager, all self-trained to successfully achieved CSM & RM certifications. We re-established the organization to strengthen the DevNet and pre-sales team. We educated entire sales and technical staff on "Why do we need the CX program?"

To lead CX practice, the most important factor is to achieve Customer Experience Specialization that transforms our business model. Until now, it was a passive business form of hardware sales, mainly technical maintenance at the customers' requests. In the future, we will lead customers through the provision of Customer Experience, strengthen software sales and subscription business, and expand through customer lifecycle management."

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Partner Success Sharing

Insung Information
Mr Won, Jong Yoon
President & CEO

"Since Cisco moves from HW to SW, it is right (for Insung) to keep pace with changes as a Cisco partner.

We have formed a new organization dedicated to CS. At the same time, we adopted CRM tool to redefine all of our accounts and customer information, and built a new internal CS process in line with Cisco Lifecycle Racetrack. Besides, we set up new KPIs for all salespeople as well as for CSMs to have more active engagement with end users.

Looking at the journey to achieve Customer Experience Specialization, we found that it is not just a certification to pass the CSM & RM exams. It has not only changed our traditional sales practices and mindsets, but it's also a new momentum to prepare for the new digital age."