



Acceleration Plans from GE Digital

Customer Success Manager



When do you need a Customer Success Manager?

All of GE Digital’s solutions and services create value for the clients they serve. For some clients, the complexity of their solutions, the size of their asset base, or the scope of their operating parameters require a more high-touch program.

GE Digital’s Customer Success Manager’s (CSM) primary focus is to decrease the time-to-value and realize outcomes faster from your solution, as well as enable a more effortless success trajectory. CSMs are senior industry experts who work collaboratively with your organization to support technology adoption and utilization, develop and manage an outcomes-focused Success Plan, and proactively monitor five key health indicators to support your satisfaction.

Having a CSM allows you to:

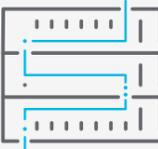
- Build a direct relationship with a senior industry advisor who has in-depth knowledge of your operating environment and business objectives
- Identify obstacles upfront in order to accelerate adoption of your technology solution
- Collaboratively develop plans to achieve business goals and demonstrate ROI in a timely manner
- Share best practices across your industry

What is the difference between a CSM and a TAM?

GE Digital’s Technical Account Managers (TAMs) are senior product experts who work collaboratively with your organization to advance the performance and growth of your Industrial Internet of Things (IIoT) solution. Your TAM works with you to extend support advocacy when your support needs are complex and vast, and they provide guidance to ensure a stable and secure product experience.

A CSM is focused on decreasing the time it takes to realize value from your organization’s solution and proactively monitors health indicators to support your satisfaction. You may have a CSM even when you don’t have a TAM. However, greater value is realized when you have both as they work quickly and collaboratively to support your overall success.

A GE Digital CSM will:



Develop a governance model to create clear paths for communication and escalation



Manage and track progress against stated business goals



Deliver an Adoption Readiness Assessment and enablement plan to identify and remove barriers related to site and user adoption



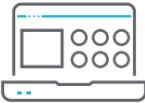
Monitor and take proactive action on key health indicators to support satisfaction



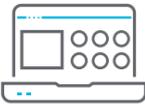
Serve as a trusted advisor and focal point for post-sales communication and feedback

Personalized and proactive service

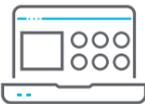
Your CSM will schedule **personalized** reviews based on your overall success package. Your Executive Business Reviews (EBRs) will include:



Reviewing the current state of five key account health indicators: Adoption, product, project, support, and commercial



Reviewing your Adoption Plan and tracking toward adoption goals



Reviewing your Success Plan and tracking toward outcome goals



Advanced input and review of product roadmaps and best practices



Joint definition of plans to accelerate success following review

With your named CSM focused on solution utilization and satisfaction to drive results, you will begin to see that your investment is creating maximum value and return for all your complex organizational needs—all while you focus on your business deliverables. To learn if this level of partnership is right for you, please contact your GE representative today.

We thank you for choosing GE as your trusted partner.



Five key account health indicators:





About GE

GE (NYSE: GE) is the world's Digital Industrial Company, transforming industry with software-defined machines and solutions that are connected, responsive, and predictive. GE is organized around a global exchange of knowledge, the "GE Store," through which each business shares and accesses the same technology, markets, structure, and intellect. Each invention further fuels innovation and application across our industrial sectors. With people, services, technology and scale, GE delivers better outcomes for customers by speaking the language of industry.

Contact Information

Americas: 1-855-YOUR1GE (1-855-968-7143)
gedigital@ge.com

www.ge.com/digital

