

Event Details

Tuesday, December 3, 2013
9:00am - 1:00pm PT

IBM Innovation Center
Foster City, CA

Description

As B2B companies grow, they find that in order to continue this growth it is no longer about customer support but rather *Customer Success*. Today it is essential that companies map their customer's journey and leverage customer care and analytic tools to enhance the customer experience.

Join the SIIA in this half-day session and hear from executives at Gainsight, Totango, and Marketo present their best practices and insight into how to transform your company into a customer centric business and build an experienced customer success team. A strong customer focused strategy = *Success!*

Event Cost

Members: Free
Non-Members: \$99.00

[Register Now](#)

* By clicking the above link, you will be directed to a registration page. If you have previously registered for an SIIA event, please login with the profile you created. If this is your first SIIA event, please click the sign up as a new contact link. If you received a promotional code, you will be prompted to enter it on the registration page to offset the cost. For any questions, please contact Katie Carlson, Program Manager by email at kcarlson@siia.net

