

CHARTERED 
INSTITUTE OF PROFESSIONAL CERTIFICATIONS

CERTIFIED CUSTOMER SUCCESS MANAGER™

CCS™

**Fully Accredited
By:**

Chartered Institute of
Professional Certifications

CPD
Certification Service





PROGRAM OVERVIEW



Customer Success is essential because it directly drives retention and growth. For example, Gainsight reported that **organizations implementing structured Customer Success programs achieved Net Revenue Retention above 120%, driven by reduced churn and expansion revenue.** Similarly, HubSpot credits its Customer Success model with improving customer lifetime value and renewal rates, demonstrating how proactive engagement and value realization translate into sustainable business performance.

This certified program is designed to equip you with the strategic, analytical, and leadership capabilities required to build **high-impact customer success functions** and position yourself as a trusted customer success leader within your organization. Through this program, you will gain deep insights into strategic **customer success planning, customer segmentation and value analysis, and end-to-end customer journey design.** You will learn how to create structured onboarding frameworks that **accelerate time-to-value, apply consultative engagement techniques** with key stakeholders, and align customer objectives with broader business goals.

ACCREDITATIONS



4.8



4.6



PROGRAM OVERVIEW



Using practical frameworks, real-world case studies, and data-driven methodologies, you will develop advanced capabilities in **customer health scoring, predictive analytics, retention forecasting, and renewal management**. The program will guide you in **capturing and activating the Voice of the Customer, identifying early churn signals, building proactive retention playbooks, and unlocking account expansion and advocacy opportunities**. You will also gain hands-on exposure to customer success technologies, automation tools, and cross-functional collaboration models that enable scalable and consistent customer outcomes.

Upon completing the program and passing the Chartered exam, you will attain the **Certified Customer Success Manager (CCS™)** designation. This industry-recognized certification will demonstrate your capability to lead structured, data-driven, and outcome-focused customer success initiatives, drive retention and growth, and communicate customer success impact at an executive level. The certification carries lifelong validity and will strengthen your professional credibility as a trusted customer success leader.

ACCREDITATIONS



4.8



4.6



KEY SKILLS YOU WILL GAIN

From This Program



**CUSTOMER SUCCESS STRATEGY DESIGN
CUSTOMER LIFECYCLE MANAGEMENT
CUSTOMER SEGMENTATION AND PRIORITIZATION
CUSTOMER VALUE AND OUTCOME MAPPING**

**ONBOARDING PROGRAM DESIGN
TIME-TO-VALUE OPTIMIZATION
CUSTOMER ENGAGEMENT PLANNING
STAKEHOLDER AND EXECUTIVE ALIGNMENT**

**RELATIONSHIP AND INFLUENCE MANAGEMENT
QUARTERLY AND EXECUTIVE BUSINESS REVIEWS
CUSTOMER HEALTH SCORE DEVELOPMENT
CUSTOMER DATA ANALYTICS**

**CHURN RISK PREVENTION
CUSTOMER JOURNEY MAPPING
EXPANSION AND GROWTH OPPORTUNITY
IDENTIFICATION
VOICE OF THE CUSTOMER FRAMEWORKS**

**FEEDBACK ANALYSIS AND ACTION PLANNING
CUSTOMER ADVOCACY AND REFERENCE
PROGRAMS**

YOUR FACULTY DIRECTOR



Michael Brandt

Globally Recognized Top 50 Thought Leader in Customer Success Management

Michael Brandt is a globally recognized customer success and customer experience strategist with over 25 years of international leadership experience across B2B and service-driven organizations. He has **led large-scale customer success, customer care, and experience transformation initiatives across more than 120 countries, helping organizations strengthen retention, loyalty, and long-term customer value.**

Michael spent over two decades in senior corporate leadership roles, most notably as Global Head of Customer Experience and Complaint Management at ABB Group, where he **led global Process Excellence initiatives and designed scalable, customer-centric operating models.** His work delivered measurable business impact, including **increasing Net Promoter Score from 16 to 45 over four years and rolling out customer-centric training programs to over 35,000 employees worldwide.**

Since 2020, Michael has worked as an independent consultant, trainer, and educator, supporting organizations in developing customer success strategies, customer journey frameworks, and Voice of the Customer programs aligned with business objectives. He is recognized as a **Top 50 Global Thought Leader on Customer Loyalty (Thinkers360) and Top 25 CX Influencer (CX Magazine),** and is a guest lecturer at the Zürich University of Applied Sciences, School of Marketing and Law and frequent speaker at international customer success and CX conferences.

OUR PARTICIPANTS

Over 70% of FORTUNE 500 Companies Have Attended Our Accredited Programs Before



Goldman Sachs



SAMSUNG



ExxonMobil



BURBERRY



Citi



IKEA



VOLVO



HYUNDAI



Pfizer

Life is our life's work



Nestlé

PROGRAM AGENDA



MODULE 1: FUNCTIONS BY CATEGORY

- Customer Success as a Shift in Strategic Thinking
- Customer Success as a Driver of Sustainable Growth
- Making Customer Success Real and Actionable

MODULE 2: UNDERSTANDING CUSTOMERS: SEGMENTATION, VALUE AND BEHAVIOR

- Customer Segmentation and Strategic Prioritisation
- Understanding Customer Needs, Goals and Value Drivers
- Using Data, Behavior and Maturity to Guide CS Strategy

MODULE 3: MAPPING THE CUSTOMER JOURNEY AND DEFINING SUCCESS OUTCOMES

- Principles of Customer Journey Mapping
- Mapping Touchpoints, Processes and Ownership
- Defining and Measuring Customer Success Outcomes

MODULE 4: ONBOARDING AND ACCELERATING TIME-TO-VALUE

- Onboarding as a Trust Building Experience
- Time to Value and Accelerating Customer Outcomes
- Scalable Onboarding, Cross-functional Coordination, and Measurement

MODULE 5: ENGAGEMENT, RELATIONSHIP AND INFLUENCE

- Consultative Engagement and Trust-based Relationship
- Stakeholder Mapping and Executive Engagement
- Business Reviews, Escalations and Complex Relationships
- Case Study

MODULE 6: INSIGHT-DRIVEN SUCCESS MANAGEMENT

- Predictive Customer Behavior
- Health Scores in Practice
- Using Analytics for Churn & Growth

MODULE 7: TECHNOLOGY, TOOLS & INNOVATION

- Core CS Platforms and CRMs
- Scaling Customer Success with Automation
- Driving Tech Adoption in CS

PROGRAM AGENDA



MODULE 8: RETENTION, RENEWAL & CHURN

- Understanding Churn Drivers
- Proactive Renewal Playbooks
- Renewal Alignment with Sales & Finance

MODULE 9: VOICE OF CUSTOMER AND ADVOCACY

- VoC Foundations
- Closing the Feedback Loop
- Building Customer Advocates

MODULE 10: SCALING AND LEADING CS

- Designing the CS Operating Model
- Leading High Performance CS Teams
- Communicating CS Impact to Executives
- Case Studies

EXAMINATION

YOUR CHARTER DESIGNATION



Chartered Institute of Professional Certifications' programs are unique as they provide you with professional charter designations and marks that can be used across your lifetime once you have completed our programs.

Upon successfully attending this program, you will be awarded with the **Certified Customer Success Manager (CCS™)** designation. that can be used in your resume, CV and other professional credentials. This certification is industry-recognized with lifelong validity.

Globally recognized, the CCS™ certification affirms your expertise in managing customer success as a structured, data-driven, and outcome-focused business function. It demonstrates your ability to design effective customer success strategies that improve retention, support growth, and align customer outcomes with business objectives. Developed by **Chartered Institute of Professional Certifications**, the content of this program has been independently accredited by **CPD Certification Service** as adhering to the highest standards of continuing professional principles.

ABOUT US

49,525

Business Leaders Have
Attained Their Chartered
Certifications Since 2009

390

Certified and Fully
Accredited Programs

87%

Chartered Leaders Have
Reported Career Promotions
and Enhancements

Chartered Institute of Professional Certifications

All of Chartered Institute of Professional Certifications programs are fully accredited programs. The professional charters and designations are trademarked credentials that can only be used by professionals who have completed and passed our accredited program. It is also independently accredited by CPD as adhering to the highest standards of continuing professional principles.

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OUR FACULTY DIRECTORS

We Collaborate With
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Stanford University



UNIVERSITY OF MICHIGAN



**THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE**



**Columbia
Business
School**

**London
Business
School**



CONTACT US TODAY

We Thank You for Your Ongoing Support
of Our Programs

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