

# CERNICE ROBINSON

Director of Customer Success · CS Program Architecture · Enterprise Retention

CS LEADERSHIP  
**BRIEF**  
Q1 2025

**18%**

CHURN REDUCED

**\$4.2M**

ARR PROTECTED

**32pt**

NPS LIFTED

**96%**

SLA COMPLIANCE

## CS PHILOSOPHY

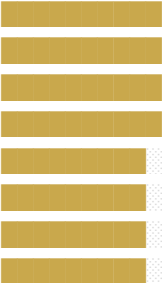
### Two risk profiles. One system.

Customer risk is not monolithic. Vocal dissatisfaction — NPS detractors, escalations, support spikes — demands a 24–48 hour rapid response motion. Silent disengagement — usage decline, reduced touchpoints, slower response cadence — requires behavioral composite detection at 60+ days in advance.

*I build dual-lane health scoring systems that address both, simultaneously, with distinct playbooks for each. That is what makes the invisible visible before churn intent forms.*

## CORE COMPETENCIES

Health Scoring & Risk Detection  
QBR Design & Executive Engagement  
CS Program Architecture  
Team Development & Coaching  
Sales–CS Alignment  
Onboarding & TTV Optimization  
Data Analytics & Reporting  
Cross-functional Leadership



## CREDENTIALS

**MS Business Analytics** · Syracuse University  
**BA Business Administration** · Purdue University  
Lean Six Sigma Green Belt · Google Data Analytics  
Women in Leadership · Frontline Management  
Series 6 & 7 · CompTIA A+

## PORTFOLIO SCALE

**200+**

Enterprise Accounts

**20**

CSMs Managed

## PROGRAM ARCHITECTURE

**30-60-90**  
Framework

**Day 30:**

GRR/NRR  
baseline + risk  
segmentation  
locked in.  
Every account  
tiered.

**Day 60:**

Integration  
health verified.  
Adoption  
benchmarked.  
Expansion  
signals  
documented.

**Day 90:** First  
executive QBR  
completed.  
Joint 90-day  
success plan  
with mutual  
commitments.

**SALES-CS  
ALIGNMENT**

Three  
structural gaps  
I diagnose and  
fix in every CS  
program I  
inherit:

→

Inconsistent  
deal  
documentation  
at handoff

→ No formal  
handoff  
checkpoint  
between AE  
and CSM

→ No shared  
performance  
visibility post-  
close

**Result:** 41%  
reduction in  
post-sale  
escalations.  
One account  
expanded the  
quarter after  
alignment was  
fixed.