CERNICE ROBINSON

Director of Customer Success & Client Experience

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18%	**32%**	**27%**	**$4.2M+**
Churn Reduced	NPS Lift	Retention Gained	Revenue Protected

PROFESSIONAL SUMMARY

Strategic Customer Success executive with 10+ years building and scaling enterprise CS programs across global BPO platforms, remote staffing solutions, and Fortune 500 account management. Expert at treating customer risk as two distinct profiles — vocal dissatisfaction requiring rapid containment and quiet disengagement requiring behavioral signal detection — and building the dual-lane health scoring systems that make the invisible visible before churn intent forms. Proven record reducing client churn 18%, improving NPS 32 points, protecting $4.2M+ in at-risk ARR, and lifting team SLA compliance from 74% to 96%. Skilled at building high-performing CS teams from the ground up, driving cross-functional alignment between Sales and Operations, and translating customer health data into forward-looking NRR growth strategies that speak directly to CFO-level outcomes.

CORE COMPETENCIES

✓ Dual-Lane Health Scoring & Predictive Risk Detection

✓ CS Program Architecture & 30-60-90 Execution Frameworks

✓ Client Retention, Churn Reduction & NRR Growth

✓ QBR Facilitation & Executive Stakeholder Engagement

✓ CSM Team Hiring, Coaching & Performance Development

✓ Enterprise Onboarding & Time-to-Value Acceleration

✓ Sales-CS Alignment & Cross-Functional Handoff Design

✓ Risk-Tiered Account Segmentation (ARR & Engagement)

✓ Global BPO Operations & Remote Team Leadership

✓ Expansion Revenue, Upsell & Net Revenue Retention

✓ GRR / NRR / CSAT / NPS Analytics & Executive Dashboards

✓ Gainsight | Salesforce CRM | Tableau | SQL | Excel

PROFESSIONAL EXPERIENCE

Director of Customer Success & Strategic Partnerships

Global Market Foods (Ziyad Brothers Importing) · *Remote / Bolingbrook, IL*
· *Enterprise CPG & Retail Distribution*

Feb 2024 – Present

▸ Own end-to-end customer success strategy for a portfolio of **200+ enterprise accounts** — including Walmart, Kroger, Jewel-Osco, Meijer, Safeway, and Albertsons — managing full lifecycle from implementation and onboarding through QBR facilitation and renewal.

▸ Built the organization's first formal CS program from the ground up: defined **dual-lane health scoring architecture** distinguishing vocal dissatisfaction (support spikes, NPS drops, escalations) from quietly disengaged accounts (usage decline, reduced stakeholder touchpoints, slower response cycles) — flagging composite risk when two or more behavioral indicators moved together, improving early-risk detection by **27%** within two quarters.

▸ Implemented **risk-tiered account segmentation by ARR and engagement signals**, deploying distinct response motions for each risk profile: 24–48 hour rapid-containment and executive sponsor engagement for detractors; automated health score triggers, proactive value reviews, and targeted adoption plays for quietly disengaged accounts — reducing preventable churn by **18%** and protecting an estimated **$4.2M** in at-risk ARR.

▸ Designed and executed a structured **30-60-90 onboarding framework** with 100% of new accounts entering a milestone-based implementation track; day-30 deliverables included full portfolio health scoring, baseline GRR/NRR documentation, and risk segmentation — reducing average onboarding completion time **30%** and improving early-stage CSAT across new accounts.

- Built and manage a team of **4 client success associates and 2 operations coordinators**; established weekly 1:1 coaching cadences, individual KPI scorecards, and a monthly performance calibration process — lifting team SLA compliance from **74% to 96%** through structured accountability, not micromanagement.
- Resolved a chronic **Sales-CS misalignment** around promotional launches by diagnosing three structural gaps — inconsistent deal documentation, no formal handoff checkpoint, and limited shared visibility into account priorities — then deploying a mandatory handoff template, cross-functional launch reviews, and a shared performance dashboard aligning both teams to execution quality metrics, not just bookings. Result: internal escalation volume dropped **41%** and the account expanded its program the following quarter.
- Developed executive-facing retention dashboards in Tableau and Excel tracking NPS, CSAT, health scores, engagement velocity, and renewal risk signals — enabling C-suite visibility into client health and contributing to **100% renewal rates** on top-tier accounts.
- Negotiated and executed 12+ strategic category partnership initiatives, generating a **15% lift** in client category performance through consultative account planning and expansion revenue identification.

Senior Business Analyst & Client Operations Manager

Ziyad Brothers Importing · *Cicero, IL · Global Food Distribution & Supply Chain*

Oct 2022 – Feb 2024

- Served as internal architect of customer success infrastructure — building the **data systems, KPI frameworks, and client health indicators** that became the foundation of the enterprise CS program launched in 2024, including the first formal definitions of health score thresholds, churn risk triggers, and engagement benchmarks.
- Designed a **diagnostic-first approach to client service workflow redesign**, partnering with global operations teams to identify upstream failure points — improving forecasting accuracy **34%** and enabling 21% YoY revenue growth through better demand planning and service reliability.
- Built ROI tracking dashboards and performance analytics tools that surfaced revenue leakage patterns, reducing leakage **9%** and providing leadership with real-time account performance visibility.
- Drove Lean Six Sigma-informed process improvements across client operations, eliminating redundant handoff steps and reducing average issue resolution time **22%**, directly improving client satisfaction outcomes.

Customer Success Manager — Remote BPO & Staffing Operations

ACD Direct (Remote BPO) | A Call Away Staffing · *Hammond, IN · Remote Workforce & Outsourced Service Delivery*

May 2020 – Aug 2023

- Built and led customer success operations for two concurrent remote BPO engagements — managing client portfolios spanning call center outsourcing, administrative staffing, and distributed service delivery across **40+ active accounts**.
- Applied a **composite behavioral signal model** to detect at-risk accounts — monitoring engagement frequency, ticket volume trends, satisfaction trajectory, and SLA adherence data to flag emerging churn risk **60+ days before renewal windows** — resolving 89% of issues before they reached escalation stage and increasing customer retention **27%**.
- Hired, trained, and managed a distributed CS team of **8 remote support specialists**; built onboarding curriculum, QA rubrics, and performance dashboards that reduced new hire ramp time **35%** and improved team CSAT contribution scores — by coaching to specific, measurable behaviors rather than general expectations.
- Established a **structured Sales-to-CS handoff protocol** with business development leadership — creating shared documentation standards, transition checklists, and activation milestones that reduced transition-related churn **19%** and improved new client activation rates.
- Managed the full client lifecycle — from onboarding and implementation planning through ongoing success management, QBR facilitation, and renewal negotiation — achieving **95%+ CSAT ratings** across the portfolio.

Account Executive & Client Relationship Manager

OnePoint Logistics · *Chicago, IL · Freight & Third-Party Logistics*

Aug 2019 – Feb 2020

- Managed strategic client relationships for freight and 3PL operations, ensuring SLA compliance and service excellence while identifying expansion opportunities — growing managed account portfolio **22%** through consultative needs assessment and proactive problem resolution.

Sales Team Lead & Senior Strategic Account Executive

Groupon · *Chicago, IL · Digital Commerce & Merchant Partnerships*

Apr 2016 – May 2019

- Led and developed a team of **18–20 inside sales representatives** — overseeing daily performance coaching, quota tracking, call quality reviews, and individual development plans that contributed to consistent team attainment of **110%+ of collective revenue targets**.
- Personally achieved **120%+ of individual revenue targets** while managing team performance — demonstrating the dual capacity to lead people and deliver as an individual contributor in a high-velocity environment.
- Managed a portfolio of **80+ active merchant accounts**, facilitating monthly performance reviews, resolving escalations, and identifying upsell opportunities that drove measurable revenue growth.

EDUCATION & CERTIFICATIONS

Master of Science, Business Analytics — Syracuse University
Quantitative methods, predictive modeling, and data-driven business strategy

Syracuse University

Bachelor of Arts, Business Administration — Purdue University

Purdue University

Certifications: Lean Six Sigma Green Belt · Google Data Analytics · Women in Leadership · Frontline Management · Series 6 & 7 · CompTIA A+