

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.