

Atul Kesharwani

Customer Success Manager

SaaS | B2B | B2C

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Self motivated and results-driven Customer Success Manager with 8 years of experience in managing and nurturing customer relationships. Proven track record of exceeding sales and retention goals, driving customer satisfaction, and loyalty, and identifying new business opportunities. Strong communication and problem-solving skills, with the ability to build and maintain positive relationships with customers at all levels. Adept at using data and customer insights to drive strategic decisions and improve customer success outcomes. Proven ability to work in a fast-paced environment and manage multiple priorities simultaneously.

Notable Accomplishment

At EdCast By Cornerstone

- Crafting & executing customer success and Pre-sales boosted the **ARR** by 80% in 5 years' time through retention and renewals
- Maintained an **NPS of 51**, wherein the industry, score of 30 is considered to be very good.
- Directing account health methodology and metrics through tools amplified **customer retention** from 80% to 96% in 5 years.
- As a customer success manager, at my current organization(EdCast by CSOD), I'm responsible for growing revenue (current **ARR** \$10,78,499, cross-selling \$1,52,500, Up-Sell \$75,900 and a 3 multi-year contract) and profit by fostering and growing long-term mutually-beneficial relationships with our customers.
- Led the team and grow the small and medium business (SMB) from \$0 to **ARR** \$1,27,000 and managed the SMB portfolio.
- Lead the pilot transition accounts and help the business to grow by 10X in revenue.
- Hands-on experience with CSOD Core and learning products.
- Depth knowledge of CSOD product lines.

Capabilities and Skills include:

- Customer Advocacy | SaaS Account management | Negotiation & persuasion | Product strategy | Solution designing | Digital Transformation| Project Management | Presales | | Analytics | customer Journey mapping | Adoption & engagement | Cross sell and upsell | Client relationship | customer onboarding | Retention and Renewals | Sales | EdTech | B2B | Customer Success | Trusted Advisor |

Product knowledge

- *Expert in MyGuide (DAP)*
- *Expert in edCast LXP*
- *Intermident in CSOD LMS*

Education History



Bachelor Of Commerce
DCRUST | 2011 - 2014



Diploma in Hardware and Networking
JCHNI | 2013-2014

WORK EXPERIENCE

Customer Success Manager

Feb 2018 - Feb 2023 | EdCast by Conerstone On Demand

- Handling \$1M ARR, 3 Fast Growth Segment Customers and 4 Nurture Category Customers, I manage the day to day client relationship, work with the sales team to ensure a healthy account relationship and identify new sales opportunities within the account.
- Set strategic direction with clients to address their business challenges and drive Customer Success maturity through a prescriptive approach to Customer Success and Edcast's best practices.
- Conduct Cadence calls and Annual/Quarterly Executive Business Reviews with key stakeholders to ensure alignment, adoption, and value realization.
- Gain a deep understanding of client's business models and facilitate setting outcomes and measurable objectives with them. Ownership for outcomes including risk management and mitigation, Client and Edcast's mutual success.
- Align cross-functional teams internally to consistently provide value throughout the customer journey. In-charge of some of the Product Feature SME, Cross-function Collaborative activities to enhance the holistic experience
- Driving the entire Project Management for new Partner Integrations which includes Workstream management, Sprint tracking, Budget and Resource planning, weekly Project progress update and Risk identification and Mitigation plan.
- Executed the Monthly Spotlight plan, And update the clients about product features, usage and adoption.

Assistant Manager Customer Care (MI India)

Aug 2014 - May 2016 | Teleperformance

- Lead and successfully managed the delivery of "16-20" people for customer engagements and added 89% CSAT value to the business.
- Removed unnecessary procedures in process for efficient functioning.
- Tracked performances of the team members and suggesting areas of improvement, facilitating & imparting training and monitoring the improvements on a continuous basis.
- Monitored the overall functioning of processes, identifying improvement areas and implementing adequate measures to maximize customer satisfaction level.
- Helped the business to grow by 10X while performing and managing the attrition and shrinkage count.

Business Development Executive

June 2013 - Nov 2013 | Covetus LLC

- Screened more than 300+ profiles and selected 160 qualified candidates.
- Scheduled 100 interviews and assist with the interview process.
- Attending and conducting interviews with managers, directors and stake holders.