

The Founder's Customer Success System.

The complete operating backbone for retention, renewals, and expansion, for the founder running Customer Success before the first CS hire. This preview shows the contents and one part in full. The full product is the 21-page system.

What's inside

PART	TITLE
00	How to use this system
01	Segment your customers
02	The lifecycle playbook
03	Onboarding to first value
04	The health-score model
05	The renewal motion
06	The five-slide QBR
07	The metrics that matter
08	Your first CS hire

One part, in full

Part 02 · The lifecycle playbook

Every customer moves through the same five stages, whether or not you manage them. Naming the stages, and deciding what has to happen at each, is what turns a scattered set of conversations into a function.

STAGE	OBJECTIVE	EXIT CRITERION
1 · Onboard	Get to first value fast, before doubt sets in	Reached the activation milestone
2 · Adopt	Turn first value into a habit across the team	Multiple active users, workflow embedded
3 · Value	Make the return on spend visible and undeniable	Customer can state the value, in their words
4 · Renew	Convert proven value into a confident renewal	Renewal signed, ideally early

STAGE	OBJECTIVE	EXIT CRITERION
5 • Expand	Grow the account where it genuinely fits	Expansion opened on evidence, not pressure

THE FULL VERSION

The full 21-page system, in one place.

All eight parts, with the onboarding sequence, the health-score model, the renewal motion, the QBR, the metrics, and the first-hire guide.

The low-cost toolkits are carved straight from it. This is the whole backbone, productised for founders running CS solo.

£149 in the Toolkits at rlaconsulting.co.uk

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