



Customer Support to Success Operations Training Course

9 – 13 May 2027
Bangkok

Customer Support to Success Operations Training Course

Ref: 710_154220 **Date:** 9 – 13 May 2027 **Location:** Bangkok **Fees:** 6000 Euro

Overview

Customer Support to Success Operations Training Course is a five-day intermediate course for support managers, customer success managers, service desk leads, escalation managers, and support analysts who leave with a Support-to-Success Operating Playbook. Participants control case ownership, escalation evidence, knowledge use, adoption signals, risk handoffs, and shared measures. Agile Leaders Training Center treats customer support to success operations as one connected service-to-value flow.

Who Should Attend

- Support teams responsible for case ownership and resolution evidence
- Customer success teams responsible for adoption and outcome risks
- Service desk teams responsible for triage and specialist routing
- Escalation teams responsible for customer impact and recovery coordination
- Operations analysts responsible for shared support and success measures

The course assumes participants already manage customer cases or post-sale outcomes and leaves out generic service skills, technical platform administration, sales CRM, and onboarding alone.

Departments and Industries

The course supports departments and industries where support cases can affect customer adoption, value, and continuity.

- Customer support, customer success, service desks, and operations analytics
- Technology, software services, telecommunications, and digital platforms
- Banking, insurance, professional services, and business services
- Healthcare services, education services, and subscription organizations
- Product operations and outsourced support services

Learning Objectives

By the end of this course, participants will be able to:

- Analyze support cases for customer-success impact
- Build case ownership and escalation controls
- Apply knowledge and handoff acceptance rules
- Evaluate adoption, value, and relationship risk signals
- Use shared support-to-success measures



- Prioritize recovery and success interventions

Course Agenda

Day 1: Support and Success Boundaries

- Support-to-Success Responsibility Map
- Customer Case Ownership Charter
- Service Issue Impact Classification
- Customer Outcome Context Record
- Role Boundary Decision Guide

Day 2: Triage, Knowledge, and Escalation

- Customer Impact Triage Matrix
- Escalation Trigger Register
- Knowledge Article Use Checklist
- Specialist Routing Decision Tree
- Escalation Communication Log

Day 3: Handoffs and Success Risk

- Support-to-Success Handoff Pack
- Handoff Acceptance Criteria
- Adoption Barrier Evidence Sheet
- Customer Health Risk Update
- Success Intervention Ownership Plan

Day 4: Recovery and Shared Measurement

- Service Recovery Coordination Playbook
- Customer Commitment Tracking Record
- Support-to-Adoption Signal Dashboard
- Case Recurrence Analysis
- Shared Outcome Review Cadence

Day 5: Support-to-Success Practice

- Exercise: Classify Customer Case Impact
- Exercise: Route and Escalate a Complex Case
- Exercise: Complete a Success Risk Handoff
- Exercise: Review Support-to-Outcome Evidence
- Capstone: Support-to-Success Operating Playbook



Practical Exercises

The course uses technology, banking, healthcare, and professional-services cases to connect support evidence with customer-success action.

- Suggested activity: classify a case and assign ownership using customer-impact evidence.
- Suggested activity: prepare an escalation record and specialist routing decision.
- Suggested activity: transfer adoption risk through a handoff acceptance check.
- Suggested activity: review shared measures and assign recovery actions.

FAQs

Who suits customer support to success operations training, and what does it assume?

Support, success, service desk, escalation, and operations practitioners suit the training; it assumes responsibility for customer cases or post-sale outcomes.

How do customer support to success operations differ from general customer service?

Customer support to success operations connect case evidence, escalation, adoption risk, handoffs, and outcomes, while general customer service focuses more broadly on individual customer interactions.

What should a support-to-success handoff contain?

A support-to-success handoff should contain case context, customer impact, resolution status, commitments, adoption barriers, relationship risk, evidence, ownership, acceptance criteria, and the next action.

When should a support case become a customer-success risk?

A support case becomes a customer-success risk when it threatens adoption, expected value, stakeholder confidence, continuity, or renewal readiness beyond the immediate issue.

How should support and success teams measure shared outcomes?

Support and success teams should combine case quality, recurrence, recovery commitments, adoption signals, risk movement, customer outcomes, and completed handoffs in a shared review.



Conclusion

Participants leave with a Support-to-Success Operating Playbook containing ownership maps, impact criteria, escalation records, handoff controls, risk signals, recovery actions, and shared measures. The playbook replaces fragmented transfers with accepted operational interfaces. It also helps teams connect resolved cases with adoption, value, and relationship continuity.