

# Senior Customer Success Manager London

We are looking for an experienced Senior Customer Success Manager who is passionate about driving client retention and growth through best practice and training excellence.

Our ideal candidate will have a proven track record of delivering retention and growth results through tried and tested onboarding and retention activities.

The candidate will have a passion for understanding what drives value for our clients when using our dynamic intelligence platform, Collision. They will be an effective influencer with our client partner community ensuring they adopt best practice processes.

## Why you now?

Our promise to our clients is to “See Beyond” by revealing different, better answers through our trends and data. At the heart of this promise is Collision, our dynamic intelligence platform where all of our trends, reports and data live and breathe.

Collision is a critical foresight tool in our clients’ armoury, enabling them to “See Beyond”. That’s why we need you to help our clients get the most from their Collision membership by creating Collision expert users and advocates, so they deliver their value and we achieve our retention and growth targets.

You will use our engagement insights to understand what content is being consumed, by whom and why. You will then create, recommend and actively deliver best practice engagement initiatives and inspirational training for our clients. You will be inspired about foresight and trends and the role foresight plays in global companies’ strategies and growth, efficiency and delivery plans.

We are growing fast, not only in numbers but also in reach and impact. In simple terms, we are moving to the next level, from valuable to invaluable and essential.

## The sort of things you will be doing:

You will create and deliver engaging, impactful onboarding Collision masterclasses to our clients and develop them into expert practitioners. This involves identifying and delivering training opportunities to boost engagement throughout the client lifecycle at relevant touchpoints (in platform training, videos etc.). As we are privileged to support an extraordinary portfolio of global brands spanning industries and geographies, you will understand their key objectives, demonstrate how Collision can meet these and ensure they are set up for foresight-led success.



---

You will act as a dispassionate, independent engagement expert to mitigate risk and maximise value throughout the client's lifecycle. Using our engagement insight, you will understand what defines risk, retaining or growing clients and recommend appropriate strategies and practice.

You will use your expertise and experience to prevent attrition and identify growth opportunities through best practice initiatives across key client segments and sectors. You will know when clients are ready for an upgrade or cross-sell conversation and will support the client partners with compelling interventions and collateral. You will both lead and help to increase our Collision license footprint amongst our clients, which is pivotal to our growth targets.

You will be working closely with our client partners to get under the skin of what builds client retention and growth. Together with them, you will develop success plans to deliver robust, valued client relationships so we are deeply embedded into their organisation as a strategic partner. You will codify best practice engagements through the development of playbooks, toolkits and initiatives for our client partners to implement - with you or on their own.

You will draw upon on all of intelligence (voice of the customer, engagement analytics, platform UX etc.) to build an in-depth understanding of our clients' needs and be responsible for communicating these common behaviours across the Foresight Factory key teams (marketing, product, sales, client partners).

#### **Some of the key requirements for the role:**

We are a unique combination of human and machine. Collision is our machine but it is our brilliant people that bring our foresights and trends to life so our partners can "See Beyond". So, if you have a passion for foresight and helping our clients to achieve their strategic goals, this role is for you.

You are client obsessed, energetic and confident; a strong communicator who can tell trend stories. We need you to inspire and engage our clients through impactful masterclasses and capability development practices.

We count on you to look for improvements in how we are currently engaging our clients. We are open to different ways of achieving client engagement on Collision, so expect you to be a creative thinker and problem solver.

You are inquisitive and guided by an understanding of what makes our clients tick, what they need and want so this can be brought to them. You have a proven track record of creating engagement, retention and expertise-led growth initiatives that deliver results.

You are a highly effective influencer who can drive outcomes through other teams. You are able to build strong relationships at all levels of organisations, both internally and externally. Ideally, you are a proven retention and growth professional in a B2B environment with experience of a digital platform product.

#### **What you will get in return:**

**Career enhancement** – You will have an opportunity to engage with the biggest and most successful global brands, to be an expert on what our customers want and need. You will grow your knowledge of some of the largest global brands and their challenges and opportunities.

**Coaching and development** – We are a mid-size organization and combine human and system approaches. On the former, your leadership and colleagues will provide frequent "support and challenge". On the latter, we practice a structured "personal performance and development" practice which clarifies mutual expectations and pathways.

**Rewarding and autonomous** – You will have the autonomy to develop retention and growth initiatives. We pride ourselves on giving our team members freedom to create new ideas, initiatives and performance delivery pathways. If you think it will work, we will not only listen but actively support you to deliver your ideas.



---

**An opportunity to make an impact** – Client retention and growth is our number one goal. You have an opportunity to shape and manage key initiatives of how we achieve this. The level of personal involvement, autonomy, accountability for performance within the Foresight Factory family is significant. Team work is a must and energizing given the quality and character of our global colleagues.

#### **Compensation and benefits**

- Competitive salary
- Performance based commission scheme
- 28 days holiday plus public holidays.
- Hybrid-flexible working
- Access to a relaxed and friendly working environment
- Social get-togethers and ad-hoc perks
- Workplace pension
- Cycle-to-work and tech schemes
- Employee assistance programme support

**If we sound like the kind of company you would like to be part of, please send your CV and a covering letter (including any salary expectations) to [careers@foresightfactory.co](mailto:careers@foresightfactory.co)**

Please note, only applicants progressing to the next stage will be contacted.

**NO AGENCIES PLEASE**