

# Customer Success – Executive Overview

**Shabih Anwar** | Customer Success & Customer Relations | SaaS Adoption & Onboarding

Customer-focused SaaS professional specialising in onboarding, adoption, and long-term customer success. Experienced across consultative SaaS, technical onboarding, and full customer lifecycle ownership.

I work closely with non-technical customers to help them integrate tools into existing workflows, prioritising early value, clarity, and confidence over technical complexity.

Across my roles, I've acted as a primary post-sale contact, supporting onboarding, ongoing engagement, issue resolution, retention, and expansion driven by usage and outcomes.

## Core Customer Success Strengths

- 1 Structured onboarding and early adoption focused on time-to-value
- 2 Translating technical concepts into practical guidance
- 3 Long-term customer relationship ownership
- 4 Proactive engagement to reduce churn risk
- 5 Cross-functional collaboration for consistent customer experience

# My Customer Success Toolkit

Stage	How I Support Customers
Onboarding	Clear, step-by-step setup focused on early wins, confidence, and time-to-value.
Adoption & Health	Regular touchpoints to reinforce best practices and address friction early.
Retention	Proactive communication to resolve issues and reinforce value over time.
Expansion	Identify growth opportunities based on needs and usage, positioned as added value.