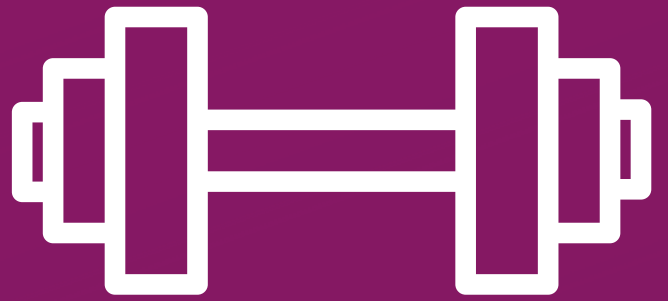


RESTAURANT VS GYM



RESTAURANT

- Passive Experience
- Transactional
- It's all about receiving
- Place an order, then wait
- Served & consume meal
- Cleaned up after
- Immediate results

With Customer Success, customers can't sit back & wait to see results

GYM

- Active partnership
- Use the equipment
- Takes time to see results
- Persistence pays off
- May get endorphin hits
- Pay whether you show up or not

Customer Success requires active participation & persistency for results



DONNA WEBER