BuildingLink | **Growth Molecules™**

INTERIM LEADERSHIP TO DRIVE TEAM ALIGNMENT GROWTH

CLIENT OVERVIEW

BuildingLink is helping thousands of buildings worldwide run smoothly and efficiently, with state-of-the-art management software and hardware. BuildingLink has rolled out a lot of the industry's firsts: resident package displays, emergency broadcasts, mobile applications, and more, and continues to provide property managers the "like magic" solutions that they need for their everyday problems. BuildingLink's core goal: making the lives of property managers easier by providing state-of-the-art solutions to their everyday problems. BuildingLink currently runs in 5,873 buildings across 36 states and 28 countries, serving 2,241,434 residents.

CHALLENGES

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CHALLENGES

"By bringing on an interim fractional chief customer officer (CCO) to support the internal transformational change, we were able to quickly, and effectively, establish a best-in-class Customer Experience (CX) program. A customer success team did not exist at our company. We are also in the midst of a multi-year transformation, aligning the engagement to other areas.

Sabina guided us from a flat organizational structure to a growth minded organizational model, which created opportunities for our team and provided professional development, leadership, and coaching for our newly created CX team. She has also been a champion for customer experience as a whole, partnering with us to define and promote our customer journey and segmentation."

"The entire Growth Molecules team are consummate professionals, representing best-in-class. They're committed to operating in the best interest of their customers, honest, and openly candid. They land like a well-oiled machine – defining and communicating an approach, creating alignment, setting expectations, and driving the project plan to meet commitments."

Stephanie Viszlay, PMP, MBA
Operations Executive, BuildingLink

THE RESULTS

By partnering with Growth Molecules, BuildingLink now has a holistic, customer-centric methodology that enables its post-sale customer-facing teams to drive customer adoption, expansion, retention, and loyalty. With a Growth Molecules fractional Chief Customer Officer (CCO), BuildingLink immediately had an executive leader to contribute to the vision, strategic planning, and oversight of tactical execution that was required to grow. Additionally, employees now have clarity on the expectations for her/his role and the essential skills to deliver them consistently. :

The initial deep-dive organizational assessment uncovered three key areas of focus to which the Growth Molecules team applied attention: People, Process, and Systems. Results include:

▪ Formulation and launch of Customer Experience division encompassing three distinct practice areas: Professional Services, Customer Success, and Customer Support

▪ Global reorganization of post-sale teams to align with the Customer Experience practice areas that included employee promotions, lateral moves, and outside hires

▪ 12 competitive job descriptions produced for customer-facing teams

▪ Team capacity plans built to ensure equitable balance of accounts per person

▪ Over 30 people went through Customer Success Foundations Certification with Growth Molecules, accredited by the CSA

▪ Strategic alignment was established across Sales, Finance, Accounting, Product Management, and Operations on the Customer Experience program's charter

▪ Four detailed playbooks were developed and operationalized to ensure seamless transitions from one team to the next for an optimum customer experience

▪ Over 10 technical tools were examined to recommend and select a Customer Success Platform that drives consistent team behavior and robust analytics

▪ Company Wide adoption of a new customer journey map created in collaboration with Growth Molecules facilitator and BuildingLink leaders.

▪ Contribution to real-time business needs that arose during the fractional leader's term: company OKR planning, SaaS licensing increase program, recurring revenue reporting, and more

BuildingLink's newly formed Customer Experience team is now empowered with the vision and mission to drive the company's revenue growth. Standard operating procedures, a tool kit, and complementary tech stack have up leveled legacy and newly-hired employees alike. BuildingLink is now poised to provide best-in-class customer onboarding, adoption, expansion, technical support, and loyalty programs for years to come.

About Growth Molecules™

Growth Molecules is a Customer Success Advisory firm, helping companies protect and grow revenue. We do This in Three Ways:

- **We assess your current capabilities:** People, Processes, and Systems.
- **We implement new solutions:** Actionable Playbooks, Technology, and Training
- **We execute them:** Fractional Customer Success Leadership, Success, Leadership, and Support Training

Growth Molecules™ is the ideal partner in revenue growth and customer success management. Our proven methodologies swiftly identify organizational needs, and strategically plan solutions to positively impact business outcomes. Our team of award-winning strategists are former customer success leaders who understand what it takes to increase revenue through customer success. Don't take it from us, take it from our customers through case studies and G2 Reviews to prove it. Contact us today to get started on your customer success optimization journey.