

## C A S E S T U D Y

# ACHIEVING TEAM ALIGNMENT TO DRIVE GROWTH

### CLIENT OVERVIEW

We see things differently at Modern Health. Our mission is to destigmatize mental health care, break down barriers to access, and give everyone the tools they need to build resilience, proactively engage in their mental health, and get the clinical support they need when they need it. Our focus is on evidence-based care and education. Modern Health expands the pool of high-quality resources by introducing our network of certified mental health coaches and focusing our network of top therapists toward those who demonstrate a clinical need. Modern Health is proud to be leading the effort in finding and testing alternatives that can improve access to mental health care while achieving the comparable clinical effectiveness of therapy

### GROWTH OPPORTUNITIES

- Customer Success team grew by 4x in just a few months.
- Needed a customer launch program for more effective onboarding.
- Team desire for training and the need to create and streamline processes.



Emilia is an outstanding leader and mentor. She readily identifies areas to use technology to scale and improve processes. She designed our end-to-end on-boarding process and gathered feedback from customers so that we were continually improving our performance. She also designed and led our customer webinar program. Emilia has managed large teams and has also been a high performer working with a number of successful start-ups. I highly recommend Emilia and would be delighted to work with her again."

Lorna Henri - VP Customer Success, Modern Health



## THE RESULTS

The Modern Health team is now much better equipped to serve their customers with executive presence and confidence. Processes have been created to fill gaps and fully show customers the value of Modern Health.

- Launched a 6-month Training program including topics such as: Hosting Effective EBRs, Leading with Executive Presence, and Zoom Etiquette.
- Full team alignment to speak a common language and ensure best practices enabling customers to recognize the value of Modern Health.
- Created customer communication funnel and sequencing.
- Developed NPS and survey program to capture the Voice of the Customer post-onboarding.
- Optimized customer data tracking in Salesforce for better team visibility.



# 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.