SmartKarrot

TOP 10 Customer Success Books

HYPERGROWTH

How the Customer-Driven Model is Revolutionizing the Way Businesses Build Products, Teams, & Brands

David Cancel

This is a short read, but it's jam-packed with strategies and frameworks to help companies to achieve hyper-growth through customer success. The overarching theme in this book is that a focus on current customers is necessary to drive success.

HYPER GROWTH

How the **customer-driven** model is revolutionizing the way businesses build products, teams, & brands

DAVID CANCEL

Drift

https://www.drift.com/hypergrowth/
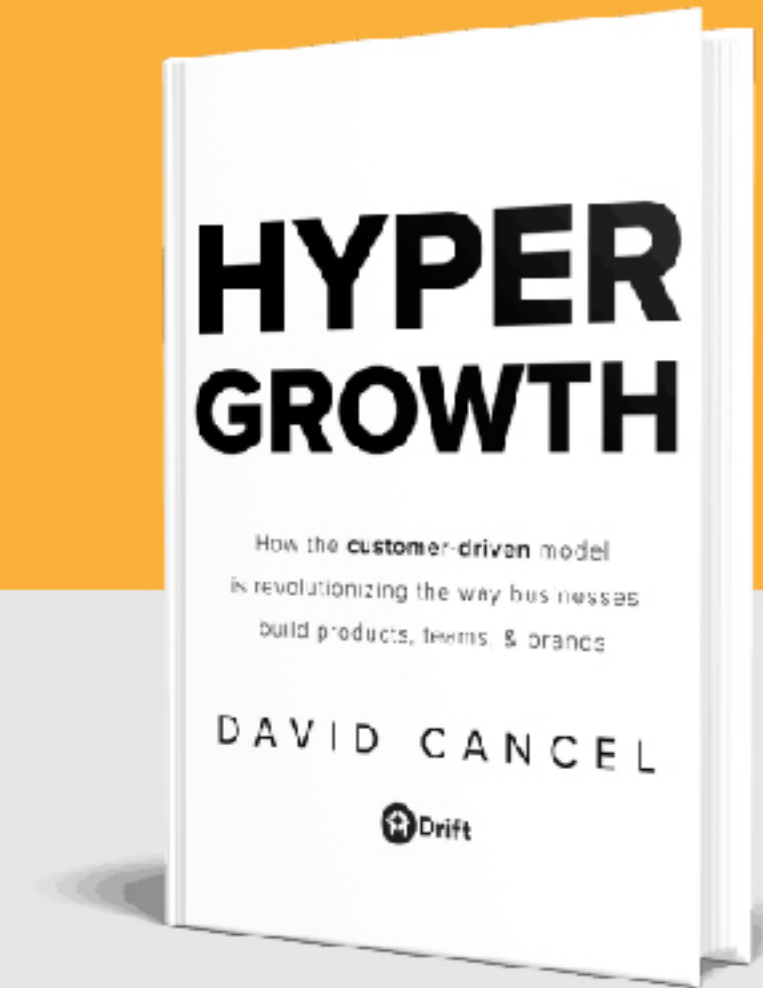
The Trusted Advisor

David H. Maister, Charles H. Green & Robert M. Galford

This book details five steps to building a trust-based relationship. It is especially useful for customer success managers who act as a part of their customers' team, looking to build and maintain trust.

https://trustedadvisor.com/books/the-trusted-advisor
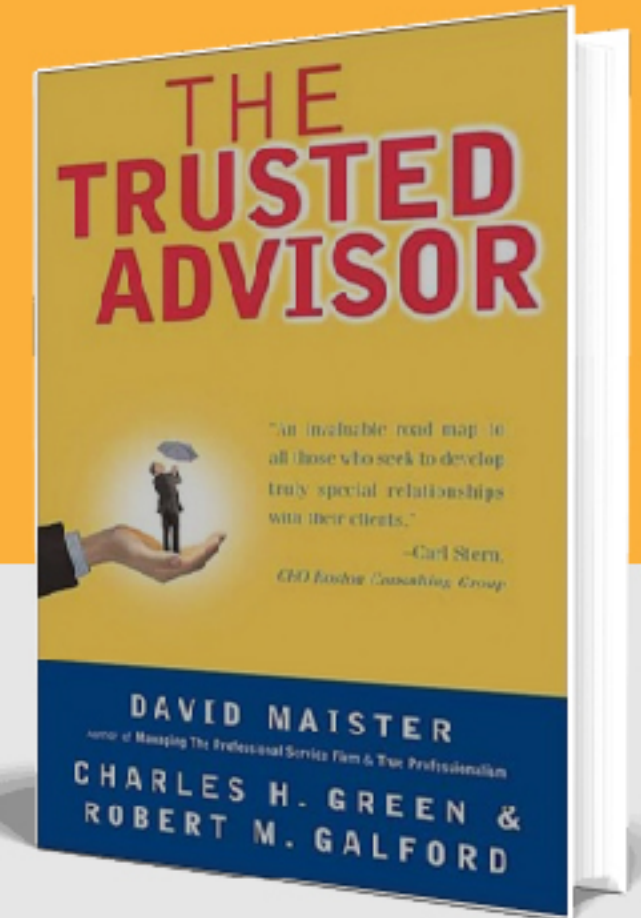
Chief Customer Officer 2.0

How to Build Your
Customer-Driven Growth Engine

Jeanne Bliss

This is a must-read for folks in customer success, and truly any person in a business that deals with customers. Jeanne Bliss incorporates executive stories and personal narratives to remind us just how important our customers are!

https://www.customerbliss.com/books/

The Effortless Experience

Conquering the New Battleground for Customer Loyalty

Matthew Dixon, Nick Toman & Rick DeLisi

This book explains that loyalty is driven by how well a company delivers on its basic promises and solves day-to-day problems, not on how spectacular its service experience might be. Most customers don't want to be "wowed"; they want an effortless experience.
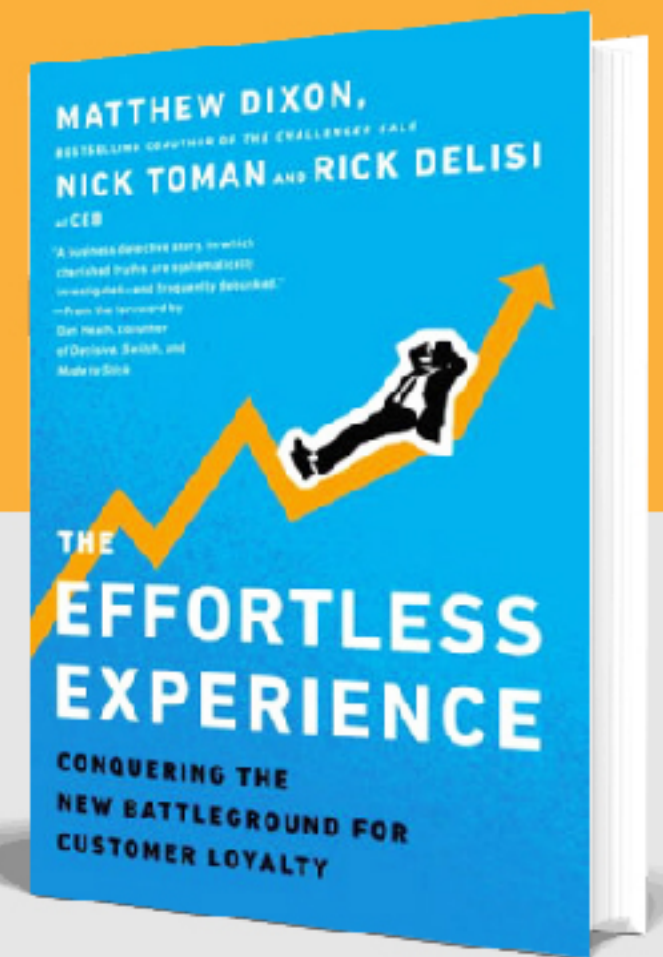
Subscribed

Why the Subscription Model Will Be Your Company's Future

Tien Tzuo, Gabe Weisert

As CEO of the world's largest subscription management platform, Tien Tzuo has helped hundreds of companies transition from relying on individual sales to building customer-centric, recurring-revenue businesses. If there's one book that will have you feeling empowered, it's this one!
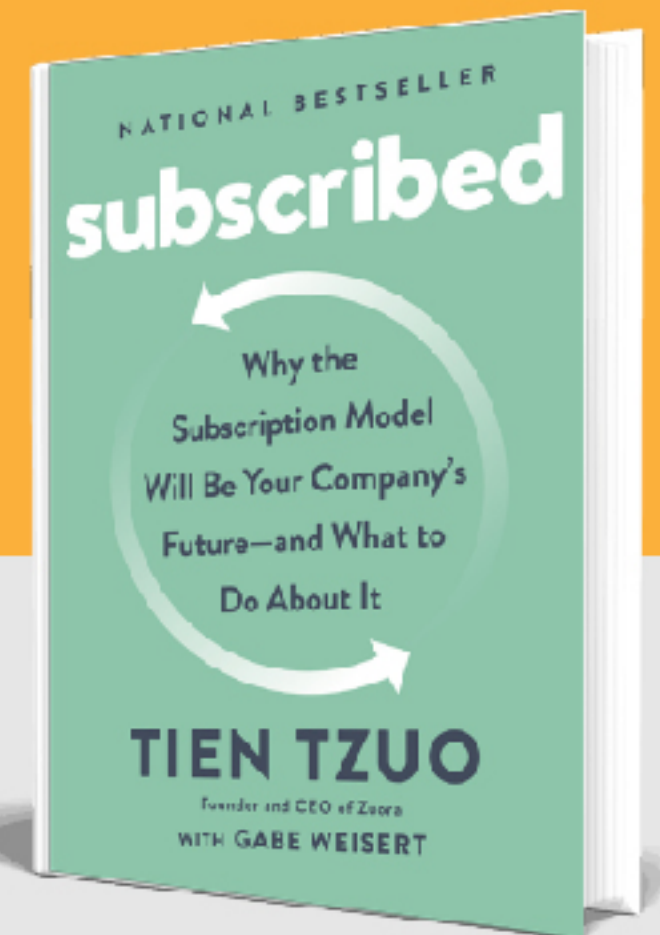
Farm Don't Hunt

The Definitive Guide to Customer Success

Guy Nirpaz, Fernando Pizarro

A good 'customer success fundamentals' book, this is a great go-to for all CSMs! The authors really get down to the nitty-gritty of customer success as a theory and offer pragmatic recommendations for implementing a customer success strategy.

https://www.totango.com/farm-dont-hunt

The Startup's Guide to Customer Success

Jennifer Chiang

This book shows you how to create a customer success team for your business irrespective of resources and business size. A great CS resource that comes with case studies, examples, and a framework that any business can use and excel.

https://www.goodreads.com/book/show/43889341-the-startup -s-guide-to-customer-success
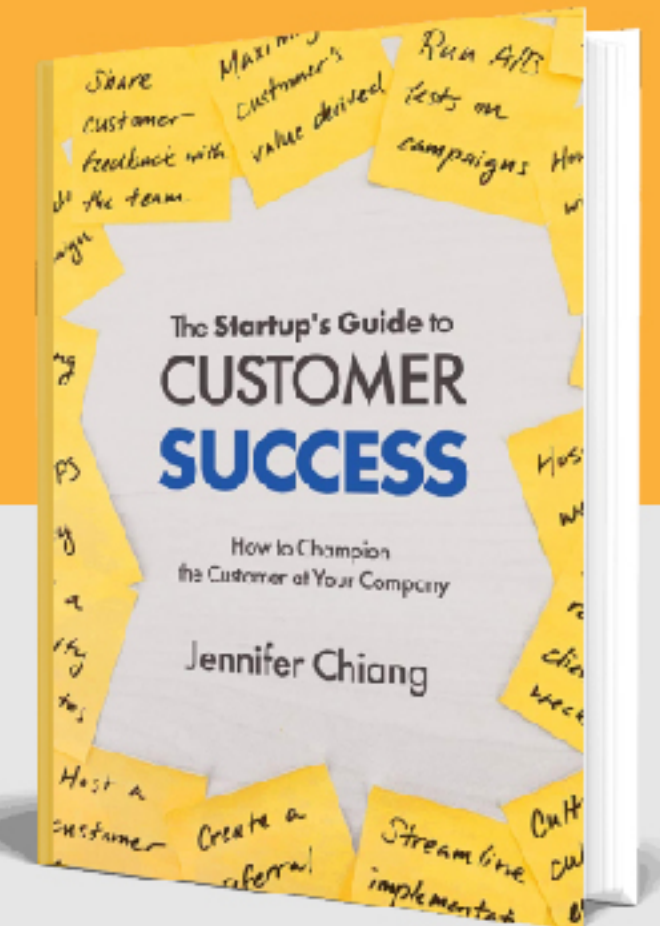
Customer Success

How Innovative Companies Are Reducing Churn and Growing Recurring Revenue

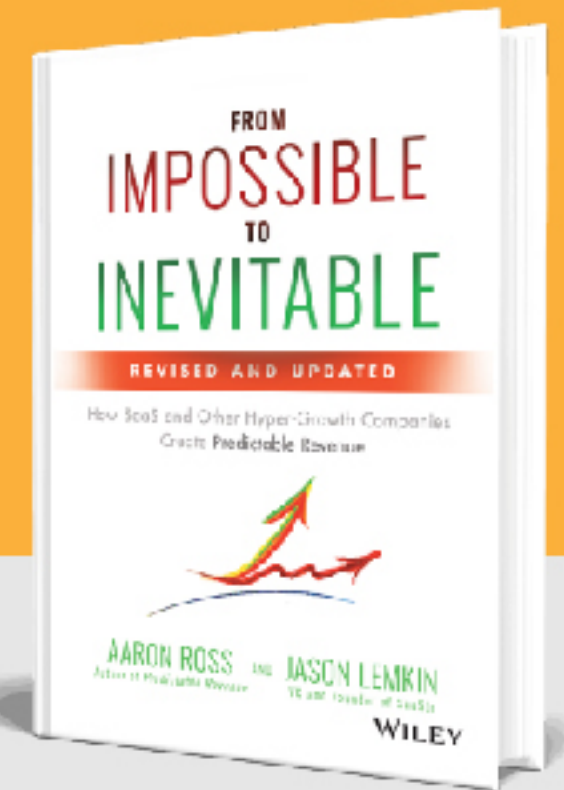**Nick Mehta, Dan Steinman, Lincoln Murphy, Maria Martinez**

Customer success teams are being created in companies to quarterback the customer lifecycle and drive adoption, renewals, up-sell and advocacy. This book is the one-of-a-kind guide that shows you how to make Customer Success work in your company.

From Impossible
To Inevitable

Aaron Ross, Jason Lemkin

This book is chock full of great advice for companies looking to grow exponentially despite the many pitfalls that plague the SaaS industry.
While primarily focused on sales, Ross and Lemkin's "7 Ingredients for Hyper-Growth," from nailing your niche to defining your destiny, is essentially a checklist that customer success teams can use to better understand their place in company growth.

https://fromimpossible.com/

The Road to Success

How to Scale Customer Success Effiiciently

Anshi Bhadoria

FREE eBook: As organizations enter growth mode, they need to scale a customer success team and how to manage the growing complexity of these relationships. This book is a great guide on how to reach customers across multiple channels, or touchpoints, and to forge deeper relationships with them.