



Immersion Neuroscience Case Study

Unleashing Customer Success Excellence at Immersion Neuroscience

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CORPORATE OVERVIEW



OVERVIEW

Immersion Neuroscience, spearheaded by a visionary founder, renowned for TED talks and innovative research, faced a lack of experienced in-house customer success expertise needed to launch a well-oiled customer success department built on solid and proven best-practices for their groundbreaking technology.

Their aim? To kickoff a newly-created customer success organization that provided an exceptional customer experience for their Fortune 1000 clients, as well as a seamless customer journey that ensured technology adoption, contract renewals, and customer advocacy to attract success stories and further investments.

CLIENT BACKGROUND

Company: Immersion Neuroscience

Size: 17 employees

Valuation: Less than \$1M

Founded: 2017

Location: Los Angeles, CA, USA

Industry: SaaS, Software Development, Predictive Analytics

About: Immersion is a neuroscience software platform that measures people's unconscious emotional connection to an experience or piece of content as it is happening. Using the smartwatch they already own. Immersion reads your customers' minds so you don't have to guess.

Learn More at: <https://www.getimmersion.com/>

CONSULTING FUN FACTS

Solution: CUSTOMIZER PACKAGE

Consulting Type: Consulting sessions

Direct Client: CEO, Co-Founder

Engagement Term: 3 months

Initial Investor Round: Bootstrapped

C.S.A.T Categories: Charter, Strategy, and Talent



"Dana is a superstar Customer Success (CS) professional. Smart, caring, always helping others. She is super-organized, analytical, and has strong strategic planning skills. Dana can develop a strategic plan and map it out visually so everyone understands it. I was new to CS and Dana walked me through what to read, how CS is built into all SaaS businesses, and what differentiates well-executed CS from mediocre CS. She is dedicated to her clients and thereby creates value for her organization. Finally, she is absolutely pleasant to be around and extraordinarily kind-hearted. A great human being!"

Paul Zak, Co-Founder,
Immersion Neuroscience, TED Talk Speaker, Professor

Challenge

Immersion Neuroscience, with its groundbreaking product, struggled with providing structured customer engagements due to the absence of a solid customer success strategy, which presented challenges in fully realizing its growth potential. Additionally, the absence of a dedicated customer success department hindered scalability and sustained growth.

Additionally, their newly hired, Ph.D. educated, CSM brought exceptional industry and technology-specific knowledge, but lacked formal training and understanding of customer success methodology.

Addressing these challenges required implementing robust strategies that would establish a dedicated customer success function focused on driving value, achieving customer outcomes, and developing customer champions and advocates in order to grow their market footprint.

Solution

Our approach was comprehensive yet tailored to Immersion Neuroscience's unique needs. Through bi-monthly sessions, we guided their team in implementing our proprietary Customer Success Framework and Group Workbook. These collaborative exercises allowed them to define their customer success charter, segmentation strategies, engagement models, customer journey map, CSM activities, and desired customer outcomes across three customer segments.

Additionally, we equipped them with customer engagement tools, templates, and resource examples including QBRs, onboarding guides, ROI calculators, and more, so they could create their own customer success assets.

Moreover, we provided personalized coaching to their newly-appointed Customer Success Manager (CSM), empowering them to navigate customer interactions, tackle challenges effectively, and drive customers through the lifecycle stages—from onboarding to expansion and renewal.

Results

- 1. **Investor Demand:** Secured a significant \$1M seed-stage investment
- 2. **C.S.A.T. SaaS Growth-Engine Maturity:** Increased 1.5X in 2 years
- 3. **More Growth Indicators:**
 - **Revenue:** Achieved a remarkable 3X increase in 4 years
 - **Retention:** Doubled retention rates
 - **Advocacy:** Published 8 case studies and success stories, alongside 5 video testimonials and 3 written testimonials
 - **Headcount:** 3X increase in last 4 years

Additional Value:

- **ROI:** Over 100%
- **Team Career Growth:** CSM was promoted thrice, currently serving as the Head of Growth & Marketing. Active in CS industry events, co-moderated Gainsight Pulse BookShop, and co-hosted Gainsight Pulse Unplugged Conference session.

Custom Deliverables

- Proprietary Customer Success Framework: Group Workbook
- Lifecycle Stage Activities: Identification Activity Worksheet
- Charter Definitions
- Segment and Engage Model
- Customer Journey Map
- CSM Stage-specific Assets (QBRs, CSM coaching, onboarding guides, ROI calculators, etc.)
- CSM Mentorship & Training

Through our collaborative efforts, Immersion Neuroscience not only conquered immediate challenges but also laid a robust foundation for the sustained success of their customers, as well as their company in the dynamic predictive analytics SaaS landscape.