

Customer Success Manager

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Company: Bentley Systems

Location: Ankara

Category: other-general

Seequent (the Bentley System Subsurface company) is looking to appoint a Customer Success Manager to be based in Ankara, Turkey.

OVERVIEW

The Customer Success Manager is responsible for developing customer relationships that promote product or solution usage, retention and loyalty. Their job is to work closely with a number of allocated customers (30+), in a regular and proactive monthly cadence, to ensure they are satisfied with the product and services they have received and to immediately improve upon any areas of dissatisfaction.

Working closely with ISR's and Account Managers, you will be responsible for nurturing exiting accounts to maximize value that they are getting from Seequent's solutions or products, address any concerns or issues they might have from a usability perspective and working to proactively ensure growth in and retention of the account.

You will liaise with each account monthly; by analysing their usage data beforehand to furnish you with insights, you will proactively engage with the customer to discuss their usage, use cases, any possible upgrades or additional options, recent campaigns, training needs, support questions etc. By serving as advocates for your accounts, educating them on products, and maintaining lasting relationships, you will drive upsell and retention.

It is expected that the person should Engage with EMEA Marketing Department to support marketing activities in line with the growth of Seequent brand and product awareness in Turkey.

Our expectations of you

Product Knowledge

Become proficient as a generalist user across the most used and appropriate Seequent product range for your accounts;

Learn from the customer how, what, where and why they are using our products or competitive products and the problems that they are attempting to solve, then feed that information back to the appropriate teams within the business;

Develop and share your own product expertise to provide advisory support to customers, colleagues and peers, enabling them to be successful in meeting their objectives.

Customer engagement skills

Supreme communication and interaction skills;

Demonstrate the ability to build rapport and relationships with a variety of end users, Directors, Heads of etc.

Drive usage and usability of the solution within the account.

Support

Proactively act on any “How To” support tickets. Reach out to the account, engage and seek to derive a solution to their issue. If you cannot solve it yourself due to technical complexity or knowledge, that is no issue. We are a team and your role is therefore to manage the customers’ expectations and build a plan, using for example Customer Solutions Specialists (CSS) who will be able to engage the account with a deeper knowledge set. Your role is to manage customer expectations and the process.

Build relationships

Build a regular relationship with the account and seek to expand your relationships to other users, teams and projects by enquiry, asking for referrals, promoting training and other means;

By doing all the above, increase the % chance of retention of the account and either manage the renewal or collaborate with the role administering the renewal process.

Teamworking

You will not be required to know or do everything. You must be adept at working within a team, aware of the other roles and functions and regularly involve them as appropriate to help you achieve your objectives.

Opportunity identification

Be a team player, working as part of the regional team to identify and progress opportunities within new and existing customers;

Gather market intelligence to aid product development;

Market development – setting up demonstrations, webinars and supplying product information to prospective customers;

Be a CRM champion by ensuring the accurate maintenance of the client database which provides Segment and Product Management with vital market information relating to future business pipeline.

Marketing and Business goals

Help Regional Marketing Team create and publish content in Turkish, and provide them with support for geoscience and training events

Actively monitor customer satisfaction levels and work to improve outcomes and customer perceptions;

Assist, facilitate and support all product upgrades, new releases and new products.

What Success looks like:

Drive retention and growth among our most valuable customers by understanding their business needs and helping them succeed

Enable successful roll-out of solutions to customers, including sharing and developing relevant training, on-boarding and knowledge transfer activities, including provision of information, digital assets, support portal etc.

Maintain a cadence of communicating with customers about their usage trends, sentiment

Identify opportunities for customers to act as Seequent advocates (e.g. testimonials, case studies)

Coordinate resources across the Seequent organisation as needed, to support customers' needs

Positively contributing to the region user and revenue growth expectations

Assist with the development of new opportunities across Seequent sectors by designing,

creating and running marketing activities in Turkey

Receiving positive feedback from our user base and building a reputation as being responsive, professional, knowledgeable and accountable

Ensure super-users in accounts retain a high level of internal product knowledge so they are relatively self-sufficient and develop programs to achieve this

Recognise business opportunities; proactively following up leads and actioning as appropriate

Identify interesting user stories to share project successes for marketing purposes

What we support you with

People working with and for you Access to a team of qualified experts across a range of technical and customer solutions. You will be supported by other regional teams including, Account Managers, Marketing Specialists, ISR's, as well as Group functions. There are no direct reports, but you will need to work with external parties and across the Regional and Global Seequent team.

Financial Resources Seequent have committed to providing a well-supported and professional office environment.

Product Training - A requirement of this role is to obtain and maintain a significant expertise of the Turkish geoscience market and knowledge of Seequent software. Seequent will invest in providing you with product training at various levels and sales enablement resources when new product features and capabilities are released to market. Whilst skill and proficiency at the highest level will be recognised and rewarded, it is expected that team members will actively participate in formal training and self-learning exercises.

Travel - Seequent will pay for and arrange travel to the various locations in EMEA needed to carry out the role. Travel may be required to deliver business development and marketing activities.

Skills, knowledge and competencies required to be great at this role:

Educated to degree level, preferred but not essential

Experience working with and managing stakeholders and customers in a technology environment. Sales platform experience preferred

A high level of accuracy and attention to detail is required

Excellent communication and interpersonal skills across digital channels and face-to-face

Experience in utilizing and promoting through social networks is required

Flexible approach, able to operate effectively with uncertainty and change

Driven, self-motivated, enthusiastic and with a “can do” attitude

3+ years in a Customer Success, Marketing, Account Management, or similar role

Having a background in the mining or oil and gas, environment or geothermal industries is a beneficial attribute

Experience working with complex technology customers

Highly organized, collaborative and detail oriented

Experience building and maintaining relationships, while working to mitigate churn and drive engagement and renewals

Experience with cold calls is a complementary skill

Empathetic, positive attitude with a desire to help our customers reach their goals

Results-driven mentality, with a bias for speed and action

Strong analytical skills, with the ability to translate data into insights. Experience with Excel preferred

Technical orientation and natural curiosity for how software works

Account management and relationship building abilities

Demonstrable ability to support sales with marketing skills and product demonstrations, best practise, innovative ideas etc during pre-sales phase

Confident oral and written communication skills in Turkish and English (Other European languages a plus)

Proven team player with a self-starter attitude with ability to work well independently and self-manage workload effectively

Balanced and informed approach to problem solving

Tenacity, persistence and focus with the ability to prioritise between multiple tasks

Innovative, open to and able to work in a fast growing, fast paced and constantly changing environment

Strong PowerPoint/Keynote skills

Fluency in Turkish is essential. Proficiency in English at an intermediate level is also required

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