



HOW TO DO CUSTOMER SUCCESS AT SCALE

SANDY CARTER

Vice President, Windows and Enterprise
Workloads

Amazon Web Services



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How to do Customer Success at Scale



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Image Source: PinterestFails.com



The cloud enables customer obsession

Time to market
Customer experience
Agility



Doesn't everyone do this?

- Customer focused
- Customer driven
- Customer obsessed



“Not Everything Makes the Cut” SuperBowl Commercial presented by Amazon





Customer Obsession



Innovation = Empathy





WORK BACKWARDS

from the customer





WRITE THE
PRESS RELEASE

Press Release

WS +++ Information +++ News +++ Information +++ News +++ Information +++

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WRITE THE
FAQ



... TO ANSWER THESE QUESTIONS

- **Who is the customer?**
- **What is the customer problem or opportunity?**
- **What is the most important customer benefit?**
- **How do you know what customers need?**
- **What does the customer experience look like?**





AI & Alexa

Just Eat



Two Pizza Teams

- **Decompose to primitive problems**
- **Single-threaded focus**
- **Small “Two Pizza Teams”**
- **Enables self-directed teams**
- **Fosters ownership & autonomy**



High Velocity Decision Making

- Different types of decisions
- Two-way doors





1501 25th Ave E
Seattle, WA 98122
Status: **Sold**

\$632,000
Redfin Estimate

\$457,000
Sold on May 8, 2005

3
Beds

2.25
Baths

1,850 Sq. Ft.
\$247 / Sq. Ft.

Built: 1998 **Lot Size: 2,000 Sq. Ft.**



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Redfin Estimate

1501 25th Ave E



\$632,000

Redfin Estimate ⓘ

+\$175,000
since last sold on 05/08/05

Get free email updates on the Redfin Estimate for this home.

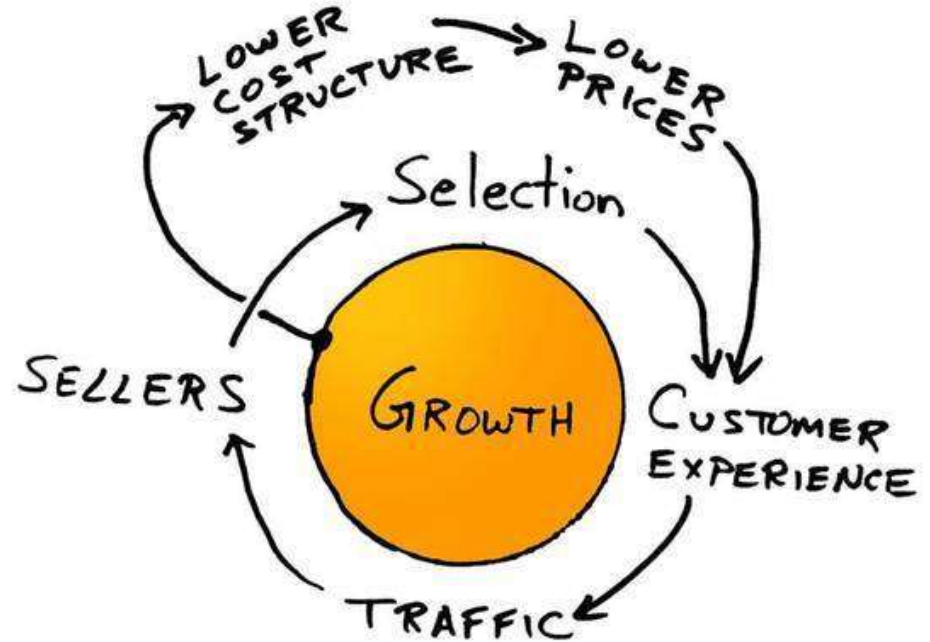
Subscribe

The Redfin Estimate is based on the following comparable homes sold nearby in the last year.




Amazon's Growth Flywheel

- Value
- Selection
- Convenience




Infor CloudSuite



PEOPLE FOCUSED


Customer Success Plus

We love getting to know our customers. From strategic planning and deployment, to education and support, the Infor team will make sure you're successful.



A long, straight road stretches into the distance under a dark, hazy sky. The road is flanked by dark, silhouetted trees and vegetation. The overall mood is somber and contemplative.

DON'T OVERANALYZE IT
JUST GET GOING.

 [@Sandy_Carter](https://twitter.com/Sandy_Carter)



FEBRUARY 5-7 | SF BAY AREA

THANK YOU

 [@Sandy_Carter](https://twitter.com/Sandy_Carter)