



Partner Success Story with ISSI

Avvale España

Accelerating Their Customer Success Practice



“

Thanks to the training performed by ISSI we have now a clear vision about the best way to establish a strong customer success practice to help our clients. Strategy, business plan and deliverables are totally aligned and this will support us in our objective. ”

Miguel De la Calle

Managing Director in AVVALE España & Portugal



How Avvale tackled its customer success ambitions

Avvale, an SAP partner, is a global consultancy with over 20 offices that integrate a range of digital competencies, orchestrated under a common vision: accelerate the client's digital transformation so they can thrive - today and tomorrow. Avvale creates value for their customers, leveraging technology as a force multiplier.

AVVALE ESPAÑA, with offices in Madrid and Barcelona, currently has nine Customer Engagement Executives (CEE) that have completed the [Customer Engagement Partner Academy and Validation](#) enablement focused on the Customer Success methodology and the core activities of a Customer Engagement Executive during the Customer Value Journey. However, Avvale was facing obstacles in establishing a seamless customer journey and overlooked the

importance of applying the Customer Value Journey framework, due to the CEEs tasks split between various sales, delivery and post-sales teams. This led to uneven customer interaction.

Avvale was seeking to establish a formal CEE job description that outlines role responsibilities and includes KPIs with targets. They also wanted to establish a documented process for consistent use of the SAP customer success templates.

Avvale required assistance to evaluate its approach to customer success and develop a blueprint for effective implementation of its cloud business model, methodologies, and tools.



Avvale collaborated with SAP and it was determined that the partner needed an in-depth level of strategic and tactical consulting for their cloud customer success transformation strategy. It was decided that ISSI, an SAP approved third party vendor, could provide the valuable insights and deep cloud expertise to support their initiative.

[About Avvale](#)



ISSI understands the reactive customer support model is insufficient in managing customers in the cloud to realize their intended outcomes. Many partners have challenges transforming to the proactive Customer Success world due to legacy processes, tools, and skillsets. ISSI works closely with the executive team to develop a framework that enables the successful introduction of customer-centric cloud services.

[About ISSI](#)

The collaborative achievements

ISSI performed the Customer Success Practice Assessment (CSPA). Through the expert guidance of the industry Subject Matter Expert, various topics along the 3 categories of Business, Process, and Tools were discussed in-depth, best practices were shared and the maturity level rated.

The deliverable was a color-coded maturity heatmap, which shows the maturity across 9 domains within the 3 categories. The report also highlighted gaps, and included ratings of the domains, as well as recommendations and best practices.

The recommendations give Avvale a foundation for planning the subsequent steps:

- Incorporate goals and metrics to their business plan starting in 2025.
- Stay updated with all customer success enablement's and extend Customer Engagement Partner Academy & Validation enablement to the entire Sales team.
- Deliver business reviews, outcome success plans and release updates to customers.

Avvale now has a better understanding of the various building blocks of a customer success practice and has a baseline of the strengths and weaknesses of their existing structure. support their initiative.



