

# BMC CUSTOMER SUCCESS MANAGEMENT RECOGNIZED WITH 2024 PULSE GAMECHANGER AWARD



BMC begins and ends with the customer, and the BMC Customer Success Management team brings that vision to life with a “#OneBMC” commitment to deliver the best experience across the BMC and partner ecosystem every day. We’re proud to announce that the team has just been recognized with a [2024 Pulse GameChanger Award](#) in the Dream Team category, presented at the recent [Gainsight Pulse](#) conference. The award “celebrates the extraordinary achievements of a cross-functional team that has redefined collaboration and united behind the common goal of customer success.

Receiving the GameChanger recognition is a validation for the team. “We’re excited to be recognized by the customer success industry and presented as an example to follow. We put a lot of effort into it, and it’s paying off. We want the customer journey to be as frictionless as possible,” explains Carol Keyes, Senior Manager of Customer Success Operations at BMC.

## The winning formula

BMC Customer Success Management is intensely focused on empowering customers to achieve their goals through a unified approach to our products and services that aligns with the BMC vision, strategy, execution, and measurement (VSEM) framework. BMC Chief Customer Officer Colin Murphy has had a singular focus on a more customer-centric journey, sharing, “We must embrace #OneBMC if we want to differentiate our service with customers. That means operating as one team with shared objectives aligned to clear metrics, taking an ‘outside-in’ approach to continually

reinforce the customer journey."

Driven by data, the team leverages robust Gainsight reporting and dashboards to enhance data integrations and collaboration across platforms, teams, and the entire company; accurately measure goal progress; and glean insights from customer data to ensure the best possible experience. This unified approach facilitates customer adoption and success by ensuring that every BMC team member is aligned with and actively participating in achieving common goals.

Gainsight integration provides a single, holistic view of the customer and delivers insights into the overall sentiment or health of the account. It is also the single source of truth for cross-functional risk identification and risk mitigation activities across BMC, seamlessly connecting insights from renewals, support, surveys, product, and sales. Through this big-picture view, both issues and opportunities become apparent, enabling the Customer Success Management team to leverage their expertise and intervene, resulting in an elevated customer experience.

## **Collaborative data breeds results**

Highlighting the importance of internal collaboration, Keyes adds, "We're connected end to end internally to make it as seamless as possible for externally, so that they don't even notice that there are multiple teams when they're onboarding and implementing the product to when they're adopting and managing and utilizing the product to when they're renewing. They just know they're working with BMC."

"We are really emphasizing the #OneBMC mindset by bringing all the teams together, combining our knowledge, and avoiding duplication of effort. Everybody understands how what they're doing is contributing to the overall goal, which is our customer," says Victoria Barry, Director of Operations for Customer Success at BMC. "It sets a clear direction and puts the customer in the center of everything we do. It's so important for us to be recognized because we've spent a lot of time building internal relationships to bring everybody to the same table with the same focus."

Joel Skaggs, VP of Customer Support Operations at BMC, says connecting the data is key to the team's—and customers' success. "When we work together effectively, sharing our information, and pulling teams together across BMC and across product areas, the customer wins because more people understand context," he explains. "When we provide more insights for our customers, we can service them better and ultimately help them get more value from our software. That's the goodness for our customers."

BMC continuously strives to deliver a best-in-class customer success offering that provides customers with the best insights, innovations, and enablement to ensure the successful adoption of BMC solutions. To learn more about how you can build an even stronger engagement and bold outcomes with BMC through the BMC Customer Success Management team, check out our guide, [\*\*\*BMC Customer Success Management: Our Promise to You.\*\*\*](#)