# Client Success Helpdesk Operations Training: Escalation Paths, Adoption Signals and Renewals

3 – 7 May 2027
Dubai - Marriott Hotel Al Jaddaf, Dubai

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## Programme Summary

Client success helpdesk operations are the subject of this one-week training course for heads of customer support, client success and account management, ending in an operating plan that joins one helpdesk to one client success team. Support teams close tickets while success teams chase renewals, and the signals that link the two often stay in separate tools. The programme moves from service levels and ticket triage to escalation paths, adoption signals, account health scoring and renewal handover. Mars Training Centre UK delivers this programme on client success helpdesk operations to mixed-organisation cohorts.

## The Business Case

Software providers, telecom operators, banks and equipment suppliers all keep clients through what happens after the sale. When tickets, usage and contract dates sit in different places, a client who has raised three faults may still receive a routine renewal message. Leaders who agree shared signals, clear ownership and written handover rules can act on account risk early and spend support effort where it protects revenue.

- Client Retention: Improves when renewal conversations reflect what support has already learned about the account.
- Repeat Tickets: Fall when root causes reach owners through defined escalation paths.
- Response Consistency: Rises when service levels and triage tiers are written, tested and reviewed.

## Principles and Evidence Base

- ISO 18295-1: Sets service requirements for customer contact centres, applied in Sessions 1 and 2 to service levels, triage tiers and response rules.
- ISO 10002: Gives guidelines for complaints handling, applied in Session 3 to escalation paths and ownership of unresolved cases.
- Customer Effort Score: Measures how hard a client worked to get a request resolved, applied in Session 2 to ticket quality review.
- Account Health Scoring: Combines usage, ticket and contract signals into a single view, applied in Sessions 4 and 5 to renewal planning.

## Intended Participants

- Heads of customer support who set response standards, tiers and staffing for the helpdesk.
- Client success leaders who own adoption, account reviews and renewals.
- Account management directors who need early warning of risk in large accounts.
- Operations and tooling owners who connect ticket, usage and contract data.

Typical settings include software and cloud services, telecommunications, banking and industrial equipment supply.

## Learning Outcomes

1. Participants will be able to evaluate the flow of tickets and the points where clients wait or repeat themselves.
2. Participants will be able to construct triage tiers and service levels that match client value and issue type.
3. Participants will be able to design escalation paths with named owners and time limits.
4. Participants will be able to diagnose adoption signals that warn of reduced use before renewal.
5. Participants will be able to prioritise accounts for intervention from a health score.
6. Participants will be able to justify an operating plan joining helpdesk and client success work to a senior sponsor.

## Programme Structure

## Day 1: Client Success Helpdesk Operations and Service Levels

What does the client experience between raising a ticket and renewing?

- Client Contact Journey Map
- Ticket Flow Analysis
- Service Level Agreement Review
- First Response Time Baseline
- Support and Success Role Boundary Sheet

## Day 2: Ticket Triage and Resolution Quality

How are tickets sorted, resolved and checked so that clients do not repeat themselves?

- Triage Tier Matrix
- Priority Rules by Client Value
- Resolution Note Standard
- Customer Effort Score Question Design
- Ticket Quality Review Form

## Day 3: Escalation Paths and Complaint Ownership

Who takes a case when the first tier cannot close it?

- Escalation Path Diagram
- Case Ownership Register
- Time Limit and Trigger Table
- Senior Contact Briefing Template
- ISO 10002 Complaint Handling Check

## Day 4: Adoption Signals, Health Scoring and Renewals

Which signals show that an account is at risk before the renewal date?

- Adoption Signal Inventory
- Usage and Ticket Pattern Reading
- Account Health Scoring Model
- Risk Intervention Playbook
- Renewal Handover Checklist

## Day 5: Operating Plan for One Helpdesk and One Success Team

Do the earlier tools join into a plan that a sponsor can approve?

- Applying the Session 1 Role Boundary Sheet
- Testing the Session 2 Triage Tier Matrix
- Rehearsing the Session 3 Escalation Path Diagram
- Checking the Session 4 Health Scoring Model
- Completing the Helpdesk and Client Success Operating Plan

## Methodology

The programme uses case analysis built on prepared material for two settings, one a cloud software provider and one a telecom operator serving business clients. Participants trace sample tickets through the helpdesk, score accounts from usage and ticket data, and defend their operating plan to peers acting as a senior sponsor.

- Suggested activity: Following one client through three tickets and marking where information was lost.
- Suggested activity: Redrawing an escalation path so that every stage has an owner and a time limit.
- Suggested activity: Scoring ten sample accounts and deciding which two receive intervention first.

## Capstone Output

Each participant completes an operating plan joining one helpdesk to one client success team. It holds service levels, triage tiers, escalation paths, a health scoring model, an intervention playbook and a renewal handover checklist. At work it guides the first review cycle and gives the sponsor a clear view of accounts at risk.

## Frequently Asked Questions

### Is a client success helpdesk operations programme suitable for leaders new to account health scoring?

Yes. Client success helpdesk operations are taught through prepared cases and templates. The programme assumes responsibility for a support or client success team, but no earlier experience of building a health score.

### Which standards and models do client success helpdesk operations rest on in this programme?

Client success helpdesk operations rest on ISO 18295-1 for contact centre service, ISO 10002 for complaints handling, the customer effort score and account health scoring.

### How is the plan from client success helpdesk operations used at work?

You use the operating plan to brief a sponsor, agree service levels and escalation paths, start shared account reviews and manage renewal handovers between teams.

### How do client success helpdesk operations differ from a programme on customer satisfaction management?

Client success helpdesk operations concentrate on tickets, escalation, adoption signals and renewals, while customer satisfaction management concentrates on complaint systems, survey measures and governance of satisfaction.