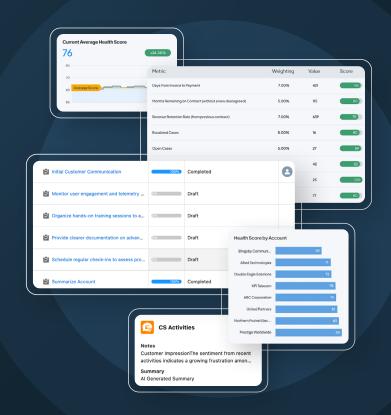
certinia

Customer Success Cloud

Drive predictable revenue by unifying the entire customer journey with Al-powered Customer Success on Salesforce.



Orchestrate a seamless customer experience from opportunity to renewal and advocacy

Achieving a complete, coordinated picture of the entire customer lifecycle has long been an elusive goal for Customer Success leaders for high-growth service and technology companies.

CS Cloud by Certinia solves this by eliminating data silos between Customer Success, Sales, Professional Services, and Support giving your teams the real-time insights needed to deliver outcomes and predictably grow revenue.



Every customer success solution has a connector to Salesforce, but Certinia's Customer Success Cloud is the only one natively built on Salesforce.



Orchestrate the full customer journey

Unify every touchpoint into a single view, all the way from MQL to opportunity to renewal and advocacy, to create a truly connected customer experience. Gain a holistic view of customer health, outcomes, value, and progress in one customer ecosystem.

Align GTM Teams & Processes

CS Cloud breaks down the functional silos that slow down your go-to-market teams. By unifying key functions like Marketing, Sales, Services, Success, and Support on Salesforce, collaboration across teams becomes real and the focus shifts to the customer. Drive greater operational efficiency and ensure predictable, meaningful customer outcomes.

Turn Customer Insights into Proactive Action

CS Cloud transforms disconnected, static customer data into actionable, real-time intelligence for better decision-making. The Al-powered solution proactively flags at-risk customers, identifies upsell opportunities, and pinpoints where revenue leakage occurs, enabling CSMs to move beyond reactive motions and focus on high-value interactions.

Operationalize best practices

By standardizing best practices based on unique customer journeys, CS Cloud gives you and your teams a simple, repeatable, predictable approach to optimizing customer success. It utilizes and continually refines your best-practice templates, accommodating changes and incorporating learnings into those templates on an ongoing basis.

Scale without the cost

Uses intelligent automation to streamline Customer Success motions, from value tracking to renewal and expansion workflows, so your team can handle more accounts with less effort. Scaling digitally means your organization can effectively amplify its success motions and grow revenue without continually adding headcount.

Talk to our CS Cloud experts

CS agent in action*

The Certinia CS Agent handles routine work for you. Get complete account summaries so your CSMs can quickly get up to speed on an account. Then it proactively recommends next steps, builds playbooks, and completes tasks automatically, eliminating admin work and ensuring you take the right action at the right time.

Accelerate time-to-value with Generative AI*

Turn sales insights into success plans in seconds to speed customer time-to-value. Quickly define clear objectives, milestones, and paths to success from day one so CS teams can deliver impact faster. Track progress toward value in real-time to clearly prove ROI and stay aligned with your customer.

Avoid "heroic acts of account management"

In conjunction with Certinia's other solutions — Professional Services Cloud and Financial Management Cloud — CS Cloud can manage your entire customer lifecycle. By identifying customer risks early, it fosters the kind of quick stakeholder response that avoids the need for "heroic acts of account management," and brings your Customer Success teams onto your customer platform of record—Salesforce.

*Available via Certinia's Early Adopter Program.

