

Alan Hendrickson

1125 W 640 N Orem Utah 84057 Phone: 801-473-4646

HendricksonAlan@gmail.com AlanHendrickson.Com

SUMMARY

Accomplished customer success leader with a proven track record of driving partner satisfaction, retention, and revenue growth across diverse industries. As the Director of Partner Success at Gmetrix, I orchestrated initiatives that resulted in a remarkable 100% partner retention rate, a record-breaking NPS score of 75, and a 20% boost in partner collaboration. By implementing strategic partner onboarding programs and targeted incentive strategies, I expanded our partner network while ensuring seamless transitions and alignment with organizational objectives. At Sales Rabbit and XANT, I led high-impact customer success initiatives, driving significant increases in customer satisfaction scores, retention rates, and upselling opportunities. With a keen focus on proactive engagement, strategic partnerships, and continuous improvement, I have consistently exceeded expectations and delivered exceptional results in dynamic, fast-paced environments.

WORK EXPERIENCE

GMetrix

Orem Utah

Director Of Partner Success

Dec 2021 - Aug 2023

- Maintained 100% partner retention rate, ensuring long-lasting and prosperous relationships.
- Improved partner cross-training efficiency, by enhancing their proficiency and understanding in the system tools and resources.
- Hosted bi-weekly meetings to gather partner feedback in the internal tools. Created actionable items for development to update features for each tool resulting in more efficient content integration.
- Achieved a record-breaking NPS score of 75, reflecting partners' strong advocacy for our solutions.
- Raised partner contribution and collaboration 20%
- Successfully expanded partner network by onboarding new clients, cross-training and localization into new language markets.
- Implemented a comprehensive partner onboarding program, reducing the time to onboard new partners by 30% while ensuring a smooth transition and alignment with our company's objectives.
- Developed and executed a targeted partner incentive program, resulting in a 15% increase in partner engagement and sales performance.
- Conducted regular partner satisfaction surveys to gauge sentiment and identify areas for improvement, leading to a 10% increase in overall partner satisfaction within the first year.
- Established strategic partnerships with key industry players, fostering collaboration and opening new avenues for mutual growth and market expansion.
- Led a series of partner training workshops and webinars on emerging industry trends and best practices, empowering partners to stay ahead of the curve and seize new opportunities in the market.

Sales Rabbit

Lehi Utah

Lead Customer Success Manager

Aug 2021 - Dec 2021

- Successfully managed a diverse portfolio of 300 high-value clients, ensuring their needs were met and objectives achieved.
- Proactively engaged with clients, resulting in a 15% increase in customer satisfaction scores (CSAT) over the course of a year.
- Conducted quarterly business reviews that contributed to a 20% increase in client retention rates and identified \$100,000 in upselling opportunities.

- Achieved a 95% resolution rate for client escalations within 24 hours, leading to a 10% reduction in churn.
- Conducted quarterly customer training sessions, leading to a 25% increase in product expansion and adoption.
- Proactively identified and closed upselling and cross-selling opportunities, exceeding renewal and expansion targets by 10 - 30% monthly.
- Utilized data analytics and customer feedback to drive data-driven decision making and continuously improve the customer success program.
- Implemented a client segmentation strategy, allowing for tailored service delivery and resource allocation based on the unique needs and value potential of each client segment, resulting in a 12% increase in overall client profitability.

XANT

Premier Customer Success Manager

Provo Utah

Oct 2018 - Aug 2021

- Successfully managed a portfolio of 15 very high-value clients, ensuring their needs were met and objectives achieved.
- Proactively engaged with clients, resulting in the team's highest customer satisfaction scores (CSAT) over the course of a year.
- Conducted quarterly business reviews that contributed to a net-negative client churn.
- Achieved a 96% resolution rate for client escalations within 24 hours.
- Conducted and recorded daily trainings for each team leading to a 30% increase in product adoption and overall customer success.
- Recorded and developed training material that was posted and utilized in the help-center, resulting in a large reduction of support calls.
- Spearheaded a cross-functional initiative to implement a client-centric approach, resulting in a 20% increase in client retention and loyalty.
- Developed and executed a personalized client success plan for each client, leading to a 25% increase in client satisfaction scores and a 10% increase in upsell opportunities.
- Established and maintained strong relationships with key stakeholders within client organizations, resulting in a 15% increase in client referrals and expansion opportunities.
- Implemented a proactive outreach strategy, resulting in a 20% reduction in client churn and a 15% increase in overall client lifetime value.
- Collaborated with the product development team to advocate for client-driven feature enhancements, resulting in a 30% increase in product usage and adoption rates among clients.

SKILLS

Sales Management

Customer Service

Team Building

Articulate 360/Adobe Captivate

Support/Sales Training

Problem-Solving

Strategic Thinking

Relationship Building

Account Management

Time Management

Helpdesk Creation

Video Editing (After Effects/Premiere)

Microsoft Office Suite

Excellent Communication Skills (Verbal & Written)

Empathy and Active Listening

Analytical Skills (Data Analysis)

Adaptability

Presentation Skills

CRM Software Proficiency (e.g., Salesforce, HubSpot)

Customer Success Metrics and KPIs