Integrated Partner in CS Strategy & Operations

Where strategy meets execution, and your customers win

With over 30 years combined experience in post-sales operations and 14 years of deep Totango expertise, the SFE team brings hands-on knowledge to help you scale efficiently, drive sustainable growth, and deliver exceptional customer experiences. We don't just advise, we execute with impact.

As your business works to elevate customer satisfaction and optimize post-sales operations, the balance between managing daily tasks and driving strategic outcomes can quickly become overwhelming. That's where we come in. As a seasoned partner, we provide the external support needed to ensure your platform delivers measurable impact and scales with your business.

About SFE

Speaking From Experience Advisors (SFE) was born from the shared passion of two individuals committed to advancing operational excellence with a long-overdue emphasis on the customer. When customers achieve meaningful outcomes, they're not only more likely to stay, but they're also more inclined to deepen their investment.

At SFE, we've seen this firsthand. In a previous joint venture, our efforts led to a more than 10-point increase in customer retention, preserving over $1.5 million in revenue for the organization.

Let's Talk

Learn more about Katie Yagodnik and Kristin Hallas on LinkedIn. Contact success@sfeadvisors.com to speak with someone directly or schedule a free consultation.

SFE Advisors pricing starts at $150/hour, covering strategic advising and hands-on execution.

Our Services

Data and Reporting

- Build and maintain KPIs to track core CS metrics like retention, CS-qualified opportunities (CSQO), expansion, stakeholder engagement, and advocacy
- Design executive dashboards that offer clear, actionable insights for leadership and any relevant team

Process Optimization

- Expertise in Renewal, Risk, Expansion, Advocacy, and Digital/Scaled Programs
- Create playbooks to ensure consistent customer engagement across your team
- Implement change management strategies that stick

Segmentation & Coverage Models

- Evaluate and enhance segmentation
- Recommend scalable coverage models across business segments

Tooling & Systems

- Optimize your CS tech stack and integrations
- Identify workflow gaps and recommend automation opportunities

Contact Us

✉ success@sfeadvisors.com

🌐 sfeadvisors.com
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