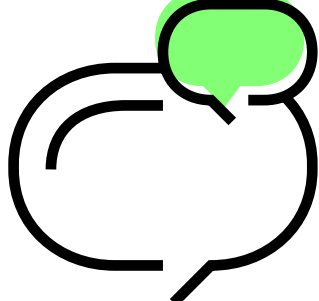


CUSTOMER SUCCESS

Achieve More of Your Teaching and Learning Goals

From day one with D2L, our Customer Success team is your key point of contact and advocate for bringing your strategic vision to life. **Your priorities are their priorities.**

They collaborate with you through regular touchpoints to listen, advise and guide. They support your growth and safeguard you from roadblocks along the way. Most importantly, they are dedicated to helping you maximize the value of your D2L Brightspace investment and to drive adoption, increase retention, measure achievement and build a sustainable long-term strategy for the future. Let's take a look at what your experience could look like with our Customer Success experts.



1. Evaluate

We start with a needs assessment to determine your unique challenges and what's important for your organization. Your goals are mapped to strategic outcomes and initiatives supported by Brightspace and D2L as we work together to evaluate a solution that's right for you.

We introduce your assigned customer success manager (CSM), who becomes an extension of your team and stays with you for the whole journey. Together with your client sales executive (CSE), they develop a deep understanding of your organization as they take you from quote to contract to the kickoff of your implementation project.

KEY PLAYERS

Customer Success Manager	Solutions Engineer Client Sales Executive
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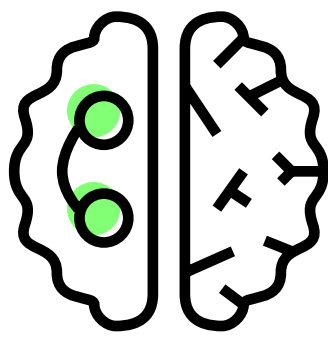
“Customer Success sessions empowered my team to help our organization reach our learning goals. We inherited the learning management system, had little to no training, and were lost where to start. After just a few sessions my team had learned to create engaging courses as well as how to administer adding learners and other necessary system administration functions. More importantly, we all had the confidence to use [it].”

Carol Emerson, education and communication manager, Alliance Enterprise

2. Onboard and Launch

At the start of onboarding, you're introduced to your implementation team. Your CSM works closely with them to check in and keep you informed throughout the process leading up to the go-live launch.

Once you're up and running, your CSM works with you to develop a strategy around your objectives, adoption goals and what it truly means to transform learning for your users. They consult with you on the strategic initiatives to execute and are focused on helping you realize the value of Brightspace across your organization.



KEY PLAYERS

Customer Success Manager	Implementation Team Services and Support
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“We have put our Customer Success Manager through the ringer, asking him technical questions way above his paygrade. At every step he has done his best to get us the answers we need, and has pulled in outside resources when needed.”

Kimberly Dillion, curriculum specialist, Aspen University

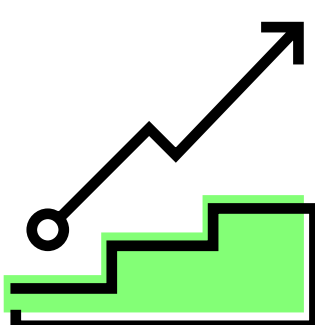
3. Optimize

Your CSM is here for you and will keep on supporting your growth, adoption and satisfaction. They'll share tool usage data and ways to drive adoption and introduce you to tools that can help improve workflows. They'll plan, prepare and deliver business reviews to check in on how you're progressing toward your goals.

They might also partner with your support ecosystem to best support your needs.

You may be introduced to one of our D2L adoption specialists at this stage. They work alongside you and your CSM as consultants and facilitators to implement best practices for adoption and optimization. They may join the account team for short periods to identify and execute strategies that help achieve your specific objectives.

Our Technical Customer Support team's top priority is making sure that your users are taken care of in their day-to-day use of Brightspace. Through a responsive help desk and interactive online portal, our support experts resolve issues and provide case updates to your users when they need it. You'll also get access to a knowledge base of technical documentation and FAQs as a handy self-help resource.



KEY PLAYERS

Customer Success Manager	Client Sales Executive Services and Support
Adoption Specialist	Technical Support

“Our Customer Success Manager is proactive and centers on our success and satisfaction by helping us (PMI) get the maximum value out of D2L's product and service offerings. One of our Customer Success Manager's main strengths is their passion for the end user experience and helping organizations like PMI become truly customer-focused.”

Kate Castiglione, product manager, Project Management Institute

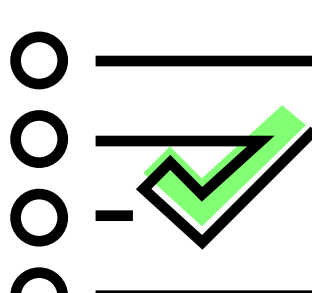
4. Grow

When we have exciting product and service roadmap updates, your CSM will share and provide recommendations that may add to your existing learning experience. If they come across interesting white papers, testimonials, use cases or best practices in your industry, they'll share the knowledge.

They're also your resource to connect with fellow professionals and customers with similar use cases, such as through our various D2L events that encourage collaboration and celebrate our customers.

As part of our Brightspace Community, you are welcome to share your expertise, tips and product ideas. It's your space to keep learning, seek self-help resources to answer questions and connect with your peers.

Then, when it is time for renewal, your CSE works with your CSM to discuss opportunities for growth and complementary solutions that further support your needs. You and your CSM review the strategic outcomes and goals that were set earlier and work out the next steps to meet your evolving teaching and learning goals.



KEY PLAYERS

Customer Success Manager	Client Sales Executive Services and Support
Adoption Specialist	Brightspace Community
Solutions Engineer	

“Our Customer Success Manager is top notch. He has gotten to know us, our set-up, and our organization well. He has been instrumental in helping us navigate Brightspace and the D2L company.”

Storie Walsh, director of technology, VHS Learning