CHELSEA ALAGOA

LinkedIn Profile

Customer Success Manager experienced in Salesforce, ClientSuccess and AI tools (Claude, Databricks), owning onboarding, adoption, renewals and expansion. I've carried a revenue target in B2B SaaS, managing a £600k ARR book of 80+ HR tech accounts at 122% average NRR. My customers were HR teams, talent acquisition leads, founders and hiring managers, from start-ups to government organisations. I ran their renewals and pricing negotiations, built success plans and QBRs around their hiring cycles, and helped them change how they hire. I'm now building CS from scratch in a £10m+ ARR services business, where I've won back 18% of churned revenue. Before that, I ran my own consultancy for six years and competed for GB.

CUSTOMER SUCCESS EXPERIENCE

Customer Success Manager *Judicium Education (Supporting Education Group), London (Hybrid) | August 2025 - Present*

Judicium provides compliance services to around 3,000 schools and trusts (>£10m ARR). I joined just after an acquisition, alongside a new Managing Director and moves to Salesforce, Databricks and Zoho. There was no CS function or reliable retention data, and buying involves tenders, public budgets and trust boards.

- Won back 18% of previously churned revenue in my first nine months, while building the recovery framework and growth programme that put CS in every Growth Action Forum.
- Built churn-risk playbooks and retention steps into service delivery, both live after I presented them to delivery teams and heads of service. The sales process is next.
- Replaced email cancellations with an exit survey and workflow that now handles 82% of cancellations. Directors review the data in SLT meetings and Growth Action Forums.
- Led an SLT workshop on churn data which reshaped commercial strategy: new trust offerings, tiered pricing and win-back campaigns. Two other group businesses have since adopted my cancellation process.
- Designed a RACI matrix for client requests that the Director of Operations rolled out cross-functionally, reducing client response times and improving.
- Defined how we measure GRR, NRR and client retention, now agreed by directors, and I'm cleaning contract and billing data with Finance so the figures can be trusted.
- Trained three colleagues, including my direct report, to run retention conversations alone.

Customer Success Manager *Be Applied Ltd, UK (Remote) | March 2023 - March 2024*

An HR B2B SaaS start-up selling de-biased hiring software, which became a certified B Corp while I was there. I managed a £600k ARR book of 80+ start-up, mid-market and enterprise accounts, many third-sector, with 20% variable pay tied to a revenue target. It included two central government departments, given to me largely because of my civil service experience. I understood their complex procurement frameworks, multi-level sign-offs and strict compliance requirements.

- Averaged 122% NRR and hit every quarterly GRR and expansion target.
- Ran every renewal and pricing negotiation from 90 to 120 days out, planned around each client's decision-makers and budget cycle, pushing multi-year terms and upsells.
- Tracked customer news to spot upsells and risks early. When a start-up client raised funding, I expanded the account ahead of their hiring growth, including global reporting.
- Combined one-to-many campaigns I set up in ClientSuccess with success plans, QBRs timed to each client's hiring cycles, fortnightly enterprise reviews, and ROI decks champions used with their leadership.
- Built relationships beyond one contact (executive sponsor, champion, 2+ admins) into my health score, lifting average health across my book from 6.5 to 8 out of 10.
- Led change management as customers moved from CV screening to anonymised, skills-based hiring: 89% of implementations succeeded and 85% used key features in 30 days.
- Turned RCNi from red to green within eight weeks, guiding a non-technical HR team through webhook and API integrations. They reported saving about 22 hours a week in peak hiring, and I presented the results to their SLT and trustees.

- When customers worried about applicants using generative AI, I educated them on the topic, shared resources and encouraged them to set AI policies. I co-hosted a roundtable for concerned clients, and shared their needs with our Product team.

Front Line Manager *HM Revenue and Customs, Birmingham (Hybrid)* | *October 2021 - May 2023*
- Led 12 consultants handling tax enquiries and casework, averaging £175k a month. Introducing data visualisation to weekly reviews cut quality failures by 30% in three months.
- Led change management for new telephony and management systems, turning five hours of e-learning into a one-hour live demo for 40+ managers and 7 senior leaders.

AI AND DATA
- Built my portfolio site with Claude Code, documenting my personal AI workflows on GitHub.
- Secured the group's final Databricks learning licence after building the case with its data partner, then demoed AI agents answering SLT questions in real time to the Business Director.
- Wrote a business case for a Copilot Studio agentic AI workforce to handle repeated CS tasks (in review).

CONSULTING AND SPORT
ACE Women and Girls Development Officer *Warwickshire County Cricket Foundation West Midlands (Hybrid)* | *July 2024 - July 2025*
- Built women and girls' cricket programmes through ACE (African Caribbean Engagement), reaching 2,500+ new participants.

Founder and Lead Consultant (part-time) *Elev8 Performance UK* | *September 2019 - September 2025*
- Owned the revenue of my own professional services business for six years, advising governing bodies and teams in cricket, basketball and volleyball, all through referrals.
- Consulted for the ECB Women's and Under-19 squads; my cross-sport approach led to sessions with the ECB's Head of Cricket Intelligence and 'Gamechanger' recognition at Lord's.

TOOLS AND CERTIFICATIONS
CS platforms and CRM: Salesforce, ClientSuccess, Zendesk, Zoho (ticketing), Salesloft, Qwilr
AI and data: Claude Projects, Claude Code, Databricks, Granola, Wispr Flow, Obsidian, SQL (Redash), Excel
Certifications: Databricks Fundamentals | Gearset DevOps Fundamentals | KPMG Management Development Programme (HMRC) | Innovation Management, Erasmus University Rotterdam (MOOC)
Education: DipHE Occupational Therapy

OUTSIDE WORK
Former GB Bobsleigh athlete, licensed British Athletics guide runner, currently playing community league basketball. Drummer and percussionist, and Surrey CCC Women's Academy coach from November 2026 (weekends)