



NudgeLab

Sometimes all it takes is a **nudge**.

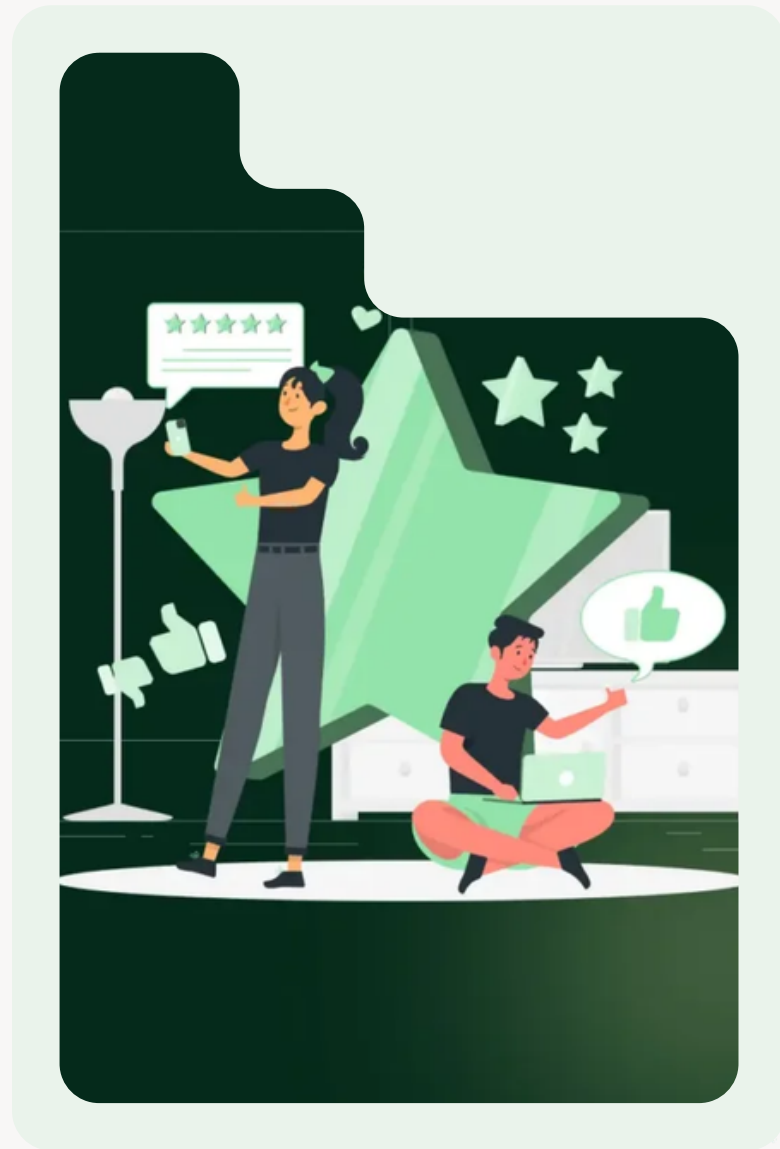
01

LIVE COHORT PROGRAM

Customer Success Career Program

From where you are
to where you should be.

A live career transition program for support, BDE, telesales, and Sales professionals who want to build a high-growth career in Customer Success at SaaS companies.



 nudgelab.live

 +91 86188 96112



20,000+
CS Jobs In India



₹16 LPA
Avg. CS Salary



4-Week
Program



Weekend
90 min per session



Is This For You?

— Different starting points. One destination: Customer Success



BPO / Voice Support

Where you are now:

₹3-5 LPA • Skills undervalued • No clear growth path • AI automating your role fast • Stuck in a role with no ceiling

Where you're headed:

Customer Success Manager at a SaaS company. A career that grows with you, pays what you're worth, and gives you a real path forward.

↑ ₹10-16 LPA



Telesales / BDE

Where you are now:

Target pressure • ₹3-6 LPA • Unpredictable income • High burnout • No ceiling in sight

Where you're headed:

CS role at a SaaS company. Higher base. No targets. Your commercial skills finally valued correctly.

↑ ₹12-18 LPA



SDR

Where you are now:

Cold calls • ₹4-7 LPA • Quota anxiety • Limited career visibility • High churn environment

Where you're headed:

CSM. Same communication skills. Stable Income. Clear progression Into CS Lead and beyond.

↑ ₹10-18 LPA



SaaS / Tech Support

Where you are now:

₹4-7 LPA • You know the product • The CSM next to you earns twice your salary for the same work

Where you're headed:

The same role - with the right title, the right pay, and the positioning you've always deserved.

↑ ₹12-20 LPA





The opportunity is massive.

CS is the fastest-growing GTM function in SaaS and the demand is only accelerating.



20,000+

Active CS jobs In India right now



₹16 LPA

Average CSM salary in India (2025)



22%

Annual growth in CS roles globally



25%

Of BPO roles already automated by AI - the floor is moving.

Companies actively hiring CSMs right now



High demand. Low supply of job-ready candidates.

NudgeLab bridges that gap.



PROGRAM OVERVIEW

Course Curriculum

8 sessions • 4 weeks • Saturday and Sunday • 90 minutes • Live on Zoom



WEEK 1 - Foundations - Understanding CS and the SaaS World

01 Kick off + What Customer Success Actually Is

Why CS exists, how it differs from Support and Sales, and where your skills already map to CS roles.

Key Outcomes:

- CS vs Support vs Sales - the real differences
- India CS landscape - who's hiring and what they pay
- Live skills audit mapping your experience to CS
- The CS career ladder - roles, salaries and scope

02 SaaS Business Models and CS Metrics

Learn how SaaS companies make money and why CS teams own revenue retention.

Key Outcomes:

- MRR < ARR, churn, NRR, LTV, explained simply
- NPS, CSAT, CES, health score, renewal rate
- How to talk about metrics in interviews confidently



WEEK 2 - The CSM Role in Practice

03 Customer Journey and Lifecycle Management

Walk the full customer journey from pre-sales handoff to advocacy.

Key Outcomes:

- Customer journey mapping end-to-end
- 30-60-90 day onboarding frameworks
- Customer health scoring - Red/Yellow/Green
- Live - exercise - map a real customer journey

04 Churn, Renewals and Expansion

Learn the commercial side of CS - the part most support professionals have never been exposed to.

Key Outcomes:

- Types of churn and early warning signs
- Risk identification and value realisation
- Renewal conversation and contract basics
- Live role play - churn save call



Every session is hands-on.
Every lesson moves you **FORWARD**.



PROGRAM OVERVIEW

Course Curriculum

Continued



WEEK 3 - Deep CS Skills

05 CS Tools and Technology

Get comfortable with every tool CS teams use. Know what to say in interviews about tools.

Key Outcomes:

- CRM - Salesforce, HubSpot
- CS platforms - Gainsight, Vitals, Totango
- Ticketing tools - Zendesk and Freshdesk
- How to talk about tools you haven't used yet

06 Communication, Relationships and Stakeholders

The skills that make CSMs exceptional beyond the technical knowledge.

Key Outcomes:

- Voice of Customer and feedback loops
- QBRs and Executive Business Reviews
- Escalation management and difficult customers
- Working with Product, Sales and Support



WEEK 4 - Landing the job

07 Resume, LinkedIn and Interview Preparation

Hands-on workshop to rewrite your resume in CS language and prepare for every interview format.

Key Outcomes:

- CS resume rewrite
- LinkedIn headline, About and experience bullets
- Transition narrative - why CS, why now
- The 10 most common CS interview questions

08 Mock Interviews and Job Strategy

Put everything into practice. Live mocks, job search strategy, salary negotiation and your 30 day plan.

Key Outcomes:

- Live mock interviews with peer and coach feedback
- Top SaaS companies hiring CSMs right now
- Salary negotiation - handling the income jump
- Your personal 30 day job search action plan



Learn by doing. **Not just by watching.**



What You Get.

Everything you need to learn, practice and land the job.



8 Live Sessions

90 minutes each,
Saturdays and
Sundays.



Resume Review and Rewrite

Full CS framing with
written feedback and
one revision round.



Live Mock Interview

Full mock in Session
8 with real-time peer
and coach feedback.



All Session Recordings

Every session
recorded and shared
within 24 hours of
ending.



Weekly Resource Packs

Frameworks,
templates, job links
and CS reading every
week.



WhatsApp Community

Active group
throughout the 4
weeks of the
program.



Direct Access to Naveen

30 days WhatsApp
access post program
for questions and
support.



30 and 60 Day Check-In

Naveen personally
follows up on your
job search at Day 30
and Day 60.



Naveen

FOUNDER, NUDGELAB

12 years in customer facing and Customer Success roles •
Served clients globally • Currently active in CS

*I built NudgeLab because nobody in India was doing this
for people like you - specifically, practically, and with real
outcomes as the only goal.*



Move forward with confidence.



Your roadmap to Customer Success.

NudgeLab gets you to CSM. But this is just the beginning of a long rewarding GTM career.

STARTING POINT

₹3 - 10 LPA

Support / BDS / Telesales / SDR / Others

1

ASSOCIATE CSM (ACSM)

₹6 - 10 LPA

Handle accounts and build experience

2

CUSTOMER SUCCESS MANAGER (CSM)

₹8 - 14 LPA

Own relationships and drive outcomes

3

ENTERPRISE CSM

₹12 - 18 LPA

Manage large accounts and strategic goals

4

MANAGER / LEAD CS

₹18 - 25 LPA

Lead teams and drive retention at scale

5

DIRECTOR / VP CS

₹25 - 40+ LPA

Own CS strategy and business Impact

6

CHIEF CUSTOMER OFFICER

₹40 - 70+ LPA

Executive leader driving customer success vision

7



Customer Success is not just a job, it's a long-term career with unlimited potential.



Frequently asked questions.

Real questions. Honest answers.



Do I need CS experience to join NudgeLab?

No. NudgeLab is built specifically for career changers. Your support, BPO, telesales, or SDR experience is the starting point - not a disqualifier.



What if I miss a live session?

Every session is recorded and shared within 24 hours. Live attendance is strongly recommended especially for the mock interview sessions in Week 4.



I'm from BPO or support - Is this really for me?

Yes. This program was built specifically for people in your situation. Every session is designed around reframing the experience you already have.



How is this different from a Udemy or online CS course?

Online courses give you information. NudgeLab gives you a live cohort, a coach who rewrites your actual resume, mock interviews with peers and real feedback. We follow up after you finish.



Can I do this while working full-time?

Yes. Sessions are only on weekend - Saturday and Sunday. That's 90 minutes per session and 3 hours a week. Nothing touches your work week.



What salary can I expect after transitioning to CS?

Entry-level CSM roles in India start at ₹8-12 LPA. Mid-level roles pay ₹15-22 LPA. The jump from support or BPO is typically 2-3x your current salary.



Will I definitely get a job after this?

No honest program can promise a job. We promise a CS ready resume, Interview preparation, and Naveen personally following up at Day 30 and Day 60.



Can I get a refund if I change my mind?

Full refund if you cancel 48 hours before Session 1 begins. No refund after that. Book a free Clarity Call first if you're unsure - we'd rather you be confident before you pay.



Is this program for freshers?

NudgeLab is designed for professionals who already have 1 year of experience in Support, BPO, Sales or any customer facing roles. If you're a fresher with no client-facing experience yet, this program will not be the right fit for you right now. We'd rather be honest about that upfront.



Still have questions?

WhatsApp us at +91 86188 96112 - we'll reply within 24 hours.



Real transitions. Real people.

Naveen

FOUNDER - NUDGELAB

I spent 12 years in Customer Success - no formal course, no certification. Just learning by doing.

Over the years people started coming to me - colleagues, friends, people asking how they could make the move into CS. I helped them one conversation at a time.

And it worked.

That's when I realised - if this works informally, imagine what a structured program could do.

That's why I built NudgeLab.

Karthik

Guided on CS fundamentals and job referrals

Asset Manager → Customer Success Manager

Now a CSM

Rizwan

Coached on CS processes, docs and career growth

Renewal Specialist → CSM
↓
CS Team Lead

Now a CSM

John

Hands-on CS experience, interview prep and guidance

SDR → CSM
↓
Manager of CS

Now a CSM

Fazael

Guided on CS fundamentals and interview preparation

Account Consultant → Customer Success Associate

Now a CSM

“No course. No certification. Just the right guidance and a nudge in the right direction. That is what NudgeLab is built on.”



If they could make this move - **so can you!**



Ready to make the move?

Your next promotion might be a job change.



Next Cohort
Starting Soon



Weekends
Saturday & Sunday
90 minutes session



Program Length
4 Weeks - 8 Sessions



Format
Live Online - Zoom

COHORT 0 - FOUNDING MEMBER PRICE

Don't pay yet. Talk to us first.

WhatsApp us to check if you qualify. We'll ask you a few quick questions and tell you honestly whether this program is the right fit for your background - before you spend a single rupee.

**WHATSAPP US TO
CHECK IF YOU QUALIFY**

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**4 Weeks
8 Sessions**



**Limited
Seats**



**Cohort 0
Open Now**

We only take students we genuinely believe we can help. If this isn't the right fit for you right now we'll tell you that too.



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