



YOUR CLIENT RELATIONSHIP MANAGER

Your **Client Relationship Manager (CRM)** is your **primary partner and advocate**, focused on helping your organization achieve lasting value and measurable outcomes from our solutions.

They bring a balance of **proactive support, product knowledge, and strategic guidance**—so you're never navigating challenges or decisions alone.

YOUR TRUSTED PARTNER

- Serves as your **main point of contact** for ongoing coordination, guidance, and communication.
- Develops a strong understanding of your organization, goals, and stakeholders.
- Acts as your internal advocate across product, support, and other teams.

FOCUSED ON YOUR SUCCESS

- Collaborates with you to define **clear success goals** and milestones.
- Regularly reviews progress, usage, and engagement.
- Helps ensure the platform supports your operational and instructional priorities.

PROACTIVE SUPPORT & ISSUE MANAGEMENT

- Monitors health and engagement to **identify risks early**.
- Coordinates issue resolution and escalation when needed.
- Keeps communication clear, timely, and transparent.

DRIVING ADOPTION & VALUE

- Shares **best practices, resources, and recommendations**.
- Analyzes trends and usage patterns to improve adoption.
- Helps teams work more efficiently and confidently within the platform.

STRATEGIC GUIDANCE

- Provides consultative insight based on experience with similar organizations.
- Supports planning conversations, health checks, and business reviews.
- Connects your feedback into ongoing product and service improvements.

CLEAR COMMUNICATION & COORDINATION

- Delivers professional, easy-to-understand communication.
- Helps align timelines, expectations, and next steps.
- Supports cross-team coordination to reduce friction.

IN-PERSON ENGAGEMENT

- Will visit your organization for relationship building sessions when appropriate.



In short, your CRM is here to ensure you feel **supported, informed, and confident**, helping your organization move from implementation to sustained success.

LEARN MORE

infinitecampus.com/crm