vibes CUSTOMER SUCCESS

Vibes' CSMs doubled their daily AI use. Then they kept climbing.

In a six-week pilot, Raise The Bar coached Vibes' customer success team to build AI into their daily account work, and to share what they built.

TEAM 15 in customer success: 7 CSMs, 5 TAMs, 3 leads

PROGRAM 6-week pilot, fall 2026

TOOL Claude, with limited connector access

THE RESULTS

+99%
Daily AI use by CSMs
163 → 325 requests a day

7 of 7
CSMs increased their use
Not two power users. Everyone.

8 in 10
use pre-built AI tools every week
Up from fewer than half

01

THE CHALLENGE

AI was a solo sport.

A few power users built great things. Much of the team used it mainly for email, and what people built mostly stayed in their own accounts.

02

WHAT WE DID

Built into real work.

A series of workshops and hackathons **on live accounts**, an in-person build day, and an activated champion, designed to build agentic weekly routines.

03

WHAT CHANGED

AI became a team sport.

A wider group builds with confidence, not just early adopters. **Six tools** built in six weeks, and Claude is now part of their daily sales motion.

> "We were very serious about this team changing the way they worked. We did that with money, and we did that with time. Giving your people that time is a force multiplier.

Shaunagh Vollmer · Chief People Officer, Vibes

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THE RFP CRUNCH

Five RFPs in a few weeks. One was due, and the team was behind.

A CSM who started the program reusing one chat built an RFP bot from past submissions. It drafted a major retail RFP **75–80% of the way**.

> "There's a world where we wouldn't have even hit the deadline, or the four of us would have been working until midnight."
>
> **John Johnson** · VP, Revenue and Success

FIVE MORE TOOLS, BUILT IN SIX WEEKS

- **Renewal forecast:** A 2-week analytics request, now **ready in hours**.
- **Demo prep tool:** Saves **about an hour per prospect**. The whole team uses it.
- **Signal Report:** Account risk **in one view** before every EBR.
- **Integration checker:** Answers **"do we integrate with that?"** in seconds.
- **Branded decks:** Store-visit notes to **a 2-slide deck** in minutes.

What makes it last

Activate a champion and work with one team on its live accounts until the work becomes a weekly routine, so usage keeps climbing after we leave.

Source: Claude usage export, 15 participants, Aug 7 - Nov 5, 2026; day-one and end-of-program team surveys. Quotes lightly edited for length.

CSM Claude requests per day, before, during and after the program



> "If you're worried your team isn't ready for an AI bootcamp, you have bigger challenges. You may as well jump in and try it out.
>
> **John Johnson** · VP, Revenue and Success, Vibes

Is your team using the AI you already pay for?

Talk with Aaron Levy, Founder & CEO · aaron@raisebar.co

Book a strategy call

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