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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