



## CASE STUDIES

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# 1. Building the Operating Backbone for Customer Success at Scale

### The Challenge

**Customer Success had outgrown its infrastructure. Processes were fragmented, data was unreliable, and teams across Product, Revenue, and Services were misaligned.**

**Customer Success Managers were buried in administrative work, and leadership lacked visibility into customer performance, risk, and opportunity.**

### The Approach

**Aminata was engaged to architect and operationalize a scalable Customer Success operating model.**

#### **She:**

- Built Customer Success Operations from the ground up, supporting 55 CSMs and leading a 10-person team
- Implemented Salesforce Service Cloud to enable structured workflows, case management, and scalable execution
- Centralized feature request management across 40+ products, creating a unified feedback and prioritization system
- Designed enterprise customer data architecture to enable product-level visibility and targeted engagement

- Established executive reporting and dashboards for senior leadership, including the President and Chief Product Officer
- Created a Product Customer Success function to strengthen alignment between Product, Customer Success, and Revenue

### **The Impact**

- Transformed a reactive, fragmented environment into a centralized, data-driven operating system
- Reduced administrative burden, enabling Customer Success to focus on strategic engagement
- Created structured, visible product feedback loops across the organization
- Enabled more targeted customer communication and engagement strategies
- Improved cross-functional alignment and execution across Product, Revenue, and Services

### **What This Could Look Like for Your Organization**

#### **If you're experiencing:**

- Customer Success teams spending more time managing work than driving outcomes
- Fragmented systems and inconsistent data limiting visibility into customer health and risk
- Misalignment between Product, Revenue, and Customer Success slowing execution
- Customer feedback and product insights scattered across tools with no clear ownership
- Growth outpacing your operating infrastructure, creating friction instead of scale

#### **This is what it looks like to put the right operating system in place:**

- A centralized, scalable Customer Success model that supports growth without added complexity
- Clear, actionable visibility into customer performance, adoption, and opportunity
- Aligned teams operating from shared data, workflows, and priorities
- Streamlined operations that reduce administrative burden and increase strategic capacity
- A foundation that enables consistent execution, stronger customer outcomes, and measurable business impact

## 2. Leading Change Across a Global SAP Transformation

### The Challenge

**A global SAP Product Lifecycle Management transformation was underway across a complex enterprise environment, impacting 5,000+ stakeholders across approximately 50 sites.**

**The risk was not technical delivery, it was adoption.**

**Without a structured change strategy, the organization faced fragmented communication, inconsistent readiness across regions, and a high likelihood of resistance at the local level. Leadership alignment was uneven, and there was no clear mechanism to translate enterprise transformation goals into practical, site-level execution.**

### The Approach

**Aminata partnered with executive leadership to lead Organizational Change Management and architect the change strategy required to drive global adoption.**

#### She:

- Designed and led the end-to-end change strategy, including communications, stakeholder engagement, and impact assessment
- Built a cascading leadership alignment model to ensure consistent messaging and accountability across executive, regional, and site leadership
- Established a site-level delegate structure to localize engagement and ensure adoption at the ground level
- Developed targeted communication strategies tailored to different stakeholder groups to increase relevance and buy-in
- Introduced interactive engagement models to move beyond one-way communication and drive understanding, alignment, and readiness
- Aligned change strategy with Change Control requirements, ensuring the organization was prepared for both operational and compliance impacts

## **The Impact**

- Created a structured change architecture supporting a global transformation across 5,000+ stakeholders and 50+ sites
- Strengthened leadership alignment and accountability across multiple layers of the organization
- Improved site-level readiness through localized engagement and targeted communication
- Reduced risk of resistance and adoption failure in a highly complex, global rollout
- Positioned the organization for a more coordinated, effective, and scalable transformation launch

## **What This Could Look Like for Your Organization**

### **If you're experiencing:**

- Global transformation initiatives losing momentum at the regional or site level
- Leadership alignment breaking down as initiatives move from strategy to execution
- Inconsistent communication creating confusion, resistance, or disengagement
- Teams unclear on what is changing, why it matters, or how it impacts them
- Strong technical programs failing to translate into real adoption and business value

### **This is what it looks like to build the right change architecture:**

- A structured, scalable approach to change that connects executive vision to local execution
- Aligned leadership across all levels, reinforcing priorities and messaging consistently
- Targeted, stakeholder-specific communication that drives clarity and engagement
- Local ownership and accountability embedded into the transformation model
- An organization prepared not just for rollout, but for sustained adoption and long-term success

# 3. Turning Executive Vision into a Coordinated Modernization Agenda

## The Challenge

**A new Superintendent stepped into leadership at the New Orleans Police Department with a clear vision for modernization, but no unified strategy to execute it.**

**Technology systems were outdated and fragmented. Initiatives were disconnected. Stakeholders across the department, city leadership, and external partners were not aligned around a common direction.**

**Without a structured plan, modernization efforts risked remaining reactive, siloed, and unable to deliver meaningful operational improvement.**

## The Approach

**Aminata was engaged to translate executive vision into a clear, actionable, and coordinated transformation strategy.**

### She:

- Led development of the department's 3-year strategic plan, defining mission, vision, priorities, and 40+ initiatives
- Aligned executive leadership, city stakeholders, and external partners around a unified modernization agenda
- Established a structured framework to prioritize and sequence enterprise technology and operational improvements
- Directed the Superintendent's Technology Improvement Program, advancing initiatives across records management, evidence systems, learning platforms, and dispatch infrastructure
- Led requirements definition and RFP development for mission-critical systems, ensuring alignment between operational needs and vendor solutions
- Created governance structures to connect strategy to execution and maintain alignment across initiatives

## **The Impact**

- Transformed fragmented efforts into a cohesive, enterprise-wide modernization strategy
- Created alignment across leadership, departments, and external stakeholders
- Established a clear roadmap to guide decision-making, prioritization, and execution
- Enabled more coordinated investment in technology and operational improvements
- Shifted the organization from reactive initiatives to a more structured, intentional approach to transformation

## **What This Could Look Like for Your Organization**

### **If you're experiencing:**

- A strong executive vision without a clear path to execution
- Disconnected initiatives competing for attention and resources
- Outdated systems and processes with no unified modernization strategy
- Stakeholders operating in silos with limited alignment or coordination
- Difficulty prioritizing where to invest time, budget, and effort

### **This is what it looks like to translate vision into execution:**

- A clear, structured transformation roadmap aligned to executive priorities
- Coordinated initiatives that work together instead of competing
- Leadership alignment across departments and stakeholder groups
- Defined governance and decision-making frameworks that drive execution
- A modernization strategy that connects technology, operations, and outcomes

## 4. Leading Through Cyber Disruption, Restoring Critical Operations

### The Challenge

**A citywide cyberattack disrupted operations across the New Orleans Police Department, disabling more than 50 critical systems and cutting off access to essential tools, including email and core operational platforms.**

**The department needed to stabilize immediately.**

**Public safety operations had to continue without interruption, while systems were down, data integrity was uncertain, and coordination across internal teams, city agencies, and external partners was under extreme pressure.**

**Failure was not an option.**

### The Approach

**Aminata stepped in to lead stabilization and recovery efforts, working across technical, operational, and leadership stakeholders to restore critical capabilities and maintain continuity.**

#### **She:**

- Led cross-functional coordination across IT, city leadership, and external partners, including emergency preparedness and federal stakeholders
- Established immediate stop-gap processes to maintain operational continuity while systems were offline
- Prioritized restoration of 50+ critical systems, ensuring alignment between operational needs and technical recovery efforts
- Directed structured recovery of data and systems from backups, balancing speed with data integrity
- Helped transition the department toward upgraded platforms and more resilient systems as part of recovery efforts
- Maintained alignment and communication across stakeholders during a high-pressure, rapidly evolving situation

## **The Impact**

- Restored critical systems and operational capabilities following a citywide cyber disruption
- Maintained continuity of public safety operations during system outages
- Coordinated recovery across multiple stakeholders in a complex, high-pressure environment
- Reduced long-term risk by advancing more resilient and modernized system infrastructure
- Positioned the organization to recover stronger, not just return to its previous state

## **What This Could Look Like for Your Organization**

### **If you're experiencing:**

- Critical systems failures disrupting operations or customer delivery
- High-pressure incidents with no clear coordination across teams
- Leadership misalignment during crisis response
- Reactive decision-making under pressure without structured prioritization
- Recovery efforts focused on speed without a path to long-term resilience

### **This is what it looks like to stabilize and move forward:**

- Immediate continuity plans that keep operations running under disruption
- Clear prioritization of what must be restored first and why
- Coordinated execution across technical, operational, and leadership teams
- Structured communication that maintains alignment in high-pressure environments
- Recovery efforts that strengthen systems and resilience, not just restore functionality

# 5. AI Enablement and Workflow Transformation at Scale

## The Challenge

**Customer Success teams were operating in a highly manual environment, spending significant time on administrative work, data management, and internal coordination.**

**Despite having robust systems in place, the organization lacked the ability to efficiently surface insights, track customer activity, and act proactively. Workflows were reactive, data was underutilized, and teams were constrained by time-intensive processes that limited their ability to focus on strategic customer engagement.**

**The opportunity was not to add more tools, but to unlock more value from existing systems through intelligent automation.**

## The Approach

**Aminata led the effort to embed AI and automation into Customer Success workflows, transforming how teams operated, consumed data, and executed against customer priorities.**

### She:

- Led AI enablement across Customer Success systems, embedding AI into workflows, reporting, and decision-making processes
- Implemented AI-driven summarization across Gainsight data to surface customer trends, insights, and next-best actions
- Developed internal GPT-based tools, including automated customer briefing generation to support faster, more informed engagement
- Applied AI to reporting dashboards to translate complex data into clear, actionable insights for both frontline teams and leadership
- Redesigned workflows to integrate automation, reducing manual effort and improving consistency across Customer Success activities
- Enabled proactive tracking of customer activity, renewals, and engagement signals through AI-supported insights

## **The Impact**

- Reduced administrative burden across Customer Success, enabling greater focus on strategic work
- Increased efficiency and speed of execution through automation and AI-driven workflows
- Improved visibility into customer trends, risks, and opportunities through enhanced data insights
- Enabled more proactive customer management by surfacing actionable information in real time
- Shifted the organization from reactive operations to a more insight-driven, forward-looking model

## **What This Could Look Like for Your Organization**

### **If you're experiencing:**

- Teams spending excessive time on manual reporting, note-taking, and administrative tasks
- Data that exists but is difficult to interpret or act on
- Reactive customer management driven by lagging indicators instead of real-time insight
- Underutilized systems that are not delivering their full value
- Difficulty scaling operations without increasing headcount

### **This is what it looks like to operationalize AI effectively:**

- Workflows that reduce manual effort and increase consistency across teams
- Clear, real-time insights that guide decision-making and customer engagement
- AI-enabled tools that support faster preparation, stronger execution, and better outcomes
- Teams focused on high-value, strategic work instead of administrative overhead
- A scalable operating model that increases capacity without increasing complexity

# 6. Turning Product Adoption into a Scalable Operating Model

## The Challenge

**Product adoption across the customer base was inconsistent and difficult to scale.**

**Customer Success Managers were relying on individual approaches, with no standardized way to capture customer goals, track progress, or prioritize engagement. Adoption efforts were fragmented, difficult to measure, and heavily dependent on individual performance rather than a repeatable system.**

**Without structure, the organization lacked visibility into what was working, where customers were struggling, and how to systematically improve adoption across accounts.**

## The Approach

**Aminata designed and operationalized a scalable adoption framework that could be embedded into daily Customer Success workflows.**

### She:

- Designed and launched the Master Adoption Plan (MAP), a structured framework to capture customer goals, priorities, and adoption progress
- Embedded the MAP directly into Gainsight, integrating it into core Customer Success workflows and reporting systems
- Created a standardized approach for Customer Success Managers to guide customer engagement and prioritize adoption initiatives
- Enabled cross-functional visibility, allowing Product and Customer Success teams to align around adoption signals and opportunities
- Established a shared system for tracking adoption trends, identifying blockers, and scaling successful strategies across accounts
- Shifted adoption from ad hoc activity to a measurable, managed operating discipline

## **The Impact**

- Drove 200%+ attainment of product adoption goals across the organization
- Transformed adoption from inconsistent, individual effort into a structured, scalable operating model
- Improved visibility into customer priorities, progress, and barriers to adoption
- Enabled cross-functional alignment between Customer Success and Product teams
- Created a repeatable framework that allowed teams to scale what worked across the customer base

## **What This Could Look Like for Your Organization**

### **If you're experiencing:**

- Strong products with inconsistent or slow customer adoption
- Customer Success teams relying on individual approaches rather than a shared framework
- Limited visibility into customer priorities, usage, and adoption progress
- Difficulty identifying what's working and scaling it across accounts
- Adoption efforts that feel reactive rather than intentional

### **This is what it looks like to operationalize adoption:**

- A structured framework that aligns customer goals with product usage and outcomes
- Clear visibility into adoption trends, risks, and opportunities across your customer base
- Consistent engagement models that scale beyond individual contributors
- Stronger alignment between Product and Customer Success around customer needs
- A repeatable system that drives measurable adoption and business impact

# 7. Scaling Adoption of an AI Product Suite Through Customer Strategy

## The Challenge

**Axon launched an AI-powered product suite designed to improve law enforcement report writing through transcription and automation.**

**The challenge was not awareness, it was adoption.**

**Customer Success needed a structured way to identify the right stakeholders, drive participation in training, and build confidence in a new and unfamiliar technology. Without a clear engagement model, adoption risked being slow, inconsistent, and limited to early adopters rather than scaling across the customer base.**

## The Approach

**Aminata directed the design and operationalization of the Customer Success adoption strategy for the AI product suite.**

### She:

- Built a structured engagement model to guide how Customer Success identified, segmented, and prioritized customer contacts
- Developed playbooks and workflows for Customer Success Managers to drive participation in training and adoption programs
- Aligned Customer Success and Professional Services to coordinate training delivery and customer engagement
- Designed reporting frameworks to track adoption progress, engagement, and program impact
- Created customer-facing engagement pathways, including landing pages and structured onboarding experiences
- Led the design and execution of virtual peer mentorship programs to build confidence and momentum across agencies
- Helped establish a champion network to scale adoption and reinforce long-term engagement

## **The Impact**

- Drove 200% attainment of annual adoption goals for the AI product suite
- Accelerated customer engagement and participation in training programs
- Increased confidence and adoption of new AI capabilities across agencies
- Created a scalable, repeatable model for introducing and expanding emerging technology
- Strengthened alignment between Customer Success, Professional Services, and Product teams

## **What This Could Look Like for Your Organization**

### **If you're experiencing:**

- New products or AI capabilities struggling to gain traction beyond early adopters
- Customers hesitant to adopt unfamiliar or complex technology
- Low participation in training or enablement programs
- Inconsistent adoption across customer segments
- Difficulty scaling adoption of new offerings across a diverse customer base

### **This is what it looks like to drive adoption at scale:**

- A structured engagement model that identifies and activates the right stakeholders
- Clear pathways that guide customers from awareness to adoption and ongoing usage
- Coordinated efforts across Customer Success, Product, and Services teams
- Peer-driven engagement that builds confidence and accelerates momentum
- A repeatable system for scaling adoption of new and emerging technologies

# 8. Strengthening Revenue Visibility Through Enterprise Data Transformation

## The Challenge

**Enterprise data across customer systems was fragmented, inconsistent, and difficult to use for decision-making.**

**The organization lacked clear visibility into its install base, including what products customers owned, how they were being used, and where opportunities existed for growth or optimization. Data was spread across systems, definitions were inconsistent, and leadership could not reliably use the information to guide forecasting, planning, or customer strategy.**

**Without a unified data foundation, critical business decisions were being made with limited clarity.**

## The Approach

**Aminata spearheaded the assessment of the data landscape and designed a path toward a more unified, actionable data environment.**

### She:

- Conducted a comprehensive assessment of enterprise data systems, structures, and processes related to customer and install base information
- Identified gaps in data quality, system alignment, and visibility into customer product usage and entitlements
- Designed a roadmap to consolidate and align data across systems, establishing a more cohesive and reliable data foundation
- Defined business requirements and process flows to support data migration into a centralized enterprise platform
- Facilitated stakeholder alignment sessions to ensure consistency across business, technical, and operational teams
- Established frameworks to improve data governance, standardization, and long-term data usability

## **The Impact**

- Improved visibility into the customer install base, enabling more informed decision-making
- Strengthened the organization's ability to support revenue forecasting, planning, and growth strategies
- Reduced fragmentation and inconsistency across enterprise data systems
- Created a clear roadmap for data consolidation and long-term data alignment
- Enabled more strategic use of customer data across business functions

## **What This Could Look Like for Your Organization**

### **If you're experiencing:**

- Limited visibility into what your customers actually own or use
- Inconsistent or conflicting data across systems
- Difficulty forecasting revenue or identifying growth opportunities
- Data that exists but cannot be trusted or easily acted upon
- Teams making decisions without a shared, reliable source of truth

### **This is what it looks like to build a usable data foundation:**

- Clear visibility into customer products, usage, and opportunities
- Consistent, aligned data across systems and teams
- Stronger forecasting, planning, and revenue strategy
- Defined data governance and standardization practices
- A foundation that enables data-driven decision-making across the organization

# 9. Stabilizing Escalations and Restoring Operational Discipline at Scale

## The Challenge

**Customer escalations were increasing in volume, complexity, and visibility across the organization.**

**There was no standardized intake process, limited visibility into escalation drivers, and inconsistent coordination across Customer Success, Product, and Revenue teams. High-priority issues were taking too long to resolve, and leadership lacked clear insight into root causes or systemic risks.**

**Without structure, escalations were reactive, inefficient, and difficult to manage at scale.**

## The Approach

**Aminata diagnosed the breakdowns and designed a structured escalation management model that could operate across teams and products.**

### She:

- Designed and implemented a standardized escalation intake and triage process to create consistency and clarity
- Built systems within Gainsight to capture escalation data, track progress, and enable visibility across stakeholders
- Established cross-functional workflows to align Customer Success, Product, and Sales around escalation ownership and resolution
- Created executive dashboards to provide leadership with real-time visibility into escalation trends and risks
- Introduced governance cadences to ensure accountability, prioritization, and coordinated action across teams
- Shifted escalation management from reactive issue handling to a structured, data-driven operating process

## **The Impact**

- Reduced escalations by 60% across high-priority products and 30% across the broader product portfolio
- Cut escalation resolution cycle time by 50%
- Improved cross-functional coordination and accountability across Customer Success, Product, and Revenue teams
- Increased visibility into escalation drivers, enabling more proactive issue prevention
- Transformed escalation management into a scalable, structured operating discipline

## **What This Could Look Like for Your Organization**

### **If you're experiencing:**

- Increasing volume of customer escalations with no clear root cause
- Slow resolution times impacting customer satisfaction and retention
- Lack of visibility into escalation trends, risks, and drivers
- Misalignment across teams on ownership and accountability
- Reactive firefighting instead of proactive issue prevention

### **This is what it looks like to regain control:**

- A structured escalation model with clear intake, prioritization, and ownership
- Real-time visibility into escalation trends and underlying drivers
- Coordinated cross-functional response across Customer Success, Product, and Revenue
- Faster resolution times and reduced operational friction
- A system that not only resolves issues, but prevents them from recurring

# 10. Building and Scaling a Global Social Enterprise

## The Challenge

**In Accra, Ghana, many women in underserved communities were operating within informal economies with limited access to stable income, structured opportunity, or pathways to long-term financial independence.**

**The challenge was not just economic, it was structural.**

**There was a lack of access to markets, limited infrastructure to support production and distribution, and no clear bridge between local craftsmanship and global demand.**

## The Approach

**Aminata founded and scaled a social enterprise designed to create sustainable economic opportunity while building a viable, market-driven business.**

### She:

- Built the organization from the ground up, establishing operations, supply chain, and distribution models across local and international markets
- Recruited and led a team of 50+ employees across the United States and West Africa
- Developed product strategy focused on handcrafted textiles, aligning local production capabilities with global market demand
- Created pathways to connect local artisans to international markets, including retail distribution in the United States and Europe
- Established operational processes to support production, quality control, and scaling across geographies
- Balanced mission-driven impact with commercial viability to ensure long-term sustainability

## **The Impact**

- Built and scaled a multi-country enterprise employing 50+ individuals across the US and West Africa
- Created sustainable income opportunities for women in underserved communities
- Established international distribution channels, expanding market access beyond local economies
- Demonstrated the ability to build and operate a business across cultural, geographic, and economic contexts
- Delivered both social impact and commercial outcomes through a structured, scalable model

## **What This Could Look Like for Your Organization**

### **If you're experiencing:**

- A strong vision without a clear path to operationalize and scale it
- Difficulty connecting strategy to real-world execution across markets or teams
- Challenges building structure in early-stage or evolving environments
- Growth opportunities that lack the systems needed to support them
- The need to balance mission, impact, and business performance

### **This is what it looks like to build from the ground up:**

- A clear operating model that connects vision, execution, and outcomes
- Scalable systems that support growth across teams, markets, and geographies
- Alignment between strategy, operations, and customer or market needs
- Structured processes that enable consistency without limiting adaptability
- A foundation that supports both immediate execution and long-term sustainability