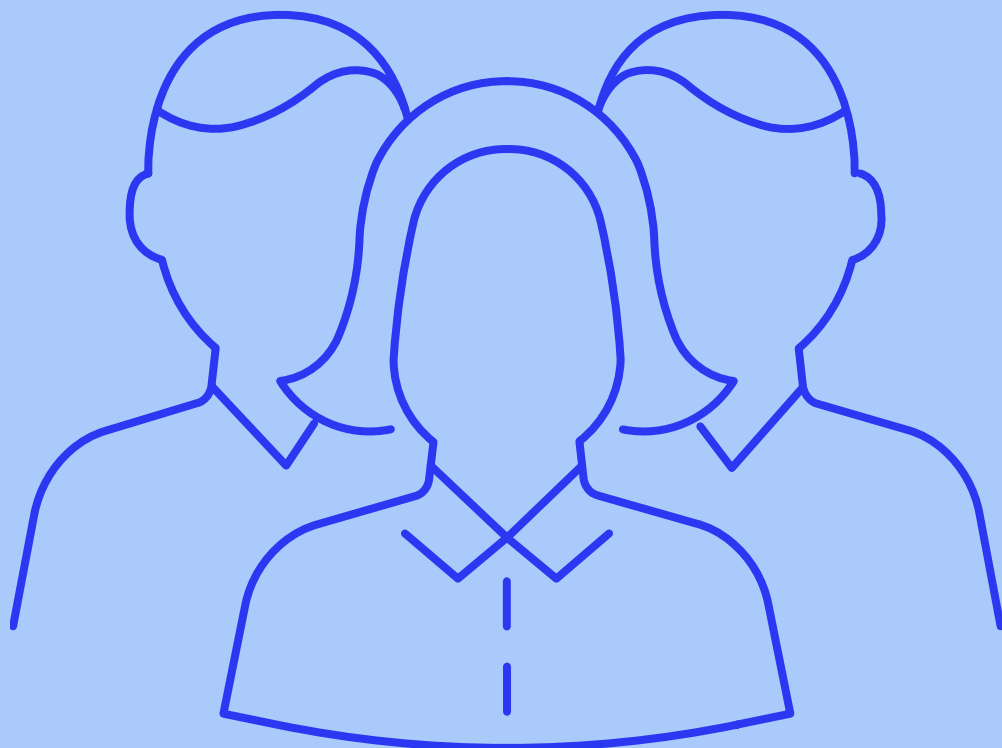


Customer Success Package Guide

E-Book



Learn about the tools, services, and expert guidance we offer to help you achieve the best outcomes with Benchling's R&D Cloud



Benchling

Expert support and guidance to drive your success on Benchling

Whether you're an established global biotechnology company, a newly-formed startup, or anywhere in between, we want you to succeed with Benchling. Our Customer Experience team includes scientists and technologists who understand your R&D and knows what it takes to design, implement, and support cloud-based solutions for biotechnology. We'll make sure you start your Benchling journey with a trusted solution, and be there with you every step of the way forward.

This guide highlights the range of tools, services, and expert guidance Benchling offers to our customers to help drive their long-term success.

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Get to know Benchling's Customer Success Packages

Benchling's Customer Success Packages bring together Benchling's team of scientific and technology experts with holistic success services, consisting of product training, product support, account management, and technical advisory.












Benchling Success Packages offer multiple tiers of support to companies of every size, ranging from quick self-service tools to the highest levels of global advisory and partnership. The Standard Success Package is included at no additional cost with every Benchling subscription, while our Premier and Enterprise Premier Success Packages extend the level and range of each service, ensuring every customer gets the responsive, proactive, and trusted support they need for their business.

With Benchling Customer Experience, you'll have an experienced team in your corner as your Benchling solution continually evolves over time.

“Benchling Customer Success listens to us and wants to hear what our goals and roadmap are, then aligns to that.

They're not just going through an agenda of updates, they know what we care about.”

Benchling customer since 2020

	CUSTOMER SUCCESS	TRAINING SERVICES	PRODUCT SUPPORT	OPTIMIZATION SERVICES
<p>Do it with a Benchling Customer Experience Professional</p>	 Customer Success Management	 Instructor-Led Training	 Product Support	 Optimization Accelerators  Administrative Services
<p>Use Benchling tools to do it yourself</p>	 Webinars  Benchtalk  Customer Community	 Certifications  Benchling Learning Labs	 Help Center	

“Every day I am inspired by the innovative work our customers do to improve the world around us. We know that this commitment to innovation doesn’t come easy. It requires organization, standardization, and collaboration. When our customers select Benchling as a technology partner to help fulfill these needs, we are committed to serving as a business partner as well.

To that end, we’ve assembled a global team of experienced scientists and technology professionals, many with advanced scientific degrees and bench experience, that work side by side with our customers to drive effective transformation. We’ve aligned our Customer Experience team to meet the holistic needs of our customers from the moment they get started on Benchling, through the continual evolution of their business.

The best part of my job is seeing our customers succeed in the important work they perform. I look forward to partnering with your company to help you reach new heights with Benchling.”



Brent Mosher
Head of Customer Experience
Benchling



Meet our Customer Experience team

When you partner with Benchling, you'll encounter a range of Customer Experience professionals who work together to drive success across your organization. Each role brings unique perspective and experience to the function they specialize in. Here are some of the roles you might encounter:

(please note that the types of roles you engage with, the frequency of engagement, and the level of services provided by them is outlined in the tier of Success Package you select, described later in this guide)

<p>Customer Success Manager</p> <p>Objective: Look holistically across their customer's Benchling implementation to ensure value realization, and proactively spot areas to focus on, including: adoption, governance, change management, and product releases.</p> <p>Tactics: Success plans, business reviews, and maturity assessments.</p> <p>Superpower: Looking into the future to spot opportunities before they turn into challenges.</p>	<p>Product Support Analyst</p> <p>Objective: Deliver responsive product support to customers when they have questions or concerns, and ensure that all items are properly resolved in a timely manner.</p> <p>Tactics: Email responses, in-app chat, Help Center, and emergency phone response.</p> <p>Superpower: Keeping customers working at full-speed by handling any question that comes their way.</p>
<p>Technical Account Manager</p> <p>Objective: Continually understand and assess the technical considerations of a customer's Benchling tenant, then recommend and perform necessary updates. Provides administrator and advisory services as part of structured Optimization Accelerators as well as ad hoc needs.</p> <p>Tactics: Frequent consultations, Optimization Accelerators, and configuration updates.</p> <p>Superpower: Knowing just what's needed to keep your tenant aligned with R&D and business needs.</p>	<p>Enterprise Solutions Architect</p> <p>Objective: Getting deeply ingrained in the solution architecture of their customers, and continually reviewing the performance and interoperability of each aspect of their implementation. Helps to build a prioritized and sequenced roadmap for key developments and capabilities needed over time.</p> <p>Tactics: Technical roadmap review, architecture review, and system audit.</p> <p>Superpower: The ability to visualize complex enterprise architectures and boil them down to concerted steps you can take to drive progress.</p>

Explore our Success Packages to find the right level of support for your team



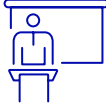
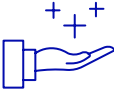
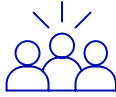
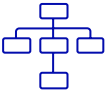
Success Packages bring together Benchling experts with holistic success services, consisting of product training, product support, account management, and technical advisory. The Standard Success Package is included at no additional cost with every Benchling subscription, while our Premier and Enterprise Premier Success Packages extend the level and range of each service, ensuring every customer gets the responsive, proactive, and trusted support they need for their business.

	Standard	Premier	Enterprise Premier
Best suited for:	Startup and growth-phase customers looking for foundational success services and self-serve tools	High growth R&D organizations that value direct access to Benchling experts for technical, administrative, and customer success services	Our most comprehensive tier of support for larger R&D organizations that want expanded access and partnership with Benchling experts
Pricing	Included at no additional cost with all Benchling licenses	Price based on # of user licenses	Price based on # of user licenses
Professional Services Discount	0%	5%	10%
Product Support			
Product support via in-app, web, and email	✓	✓	✓
Self-serve Help Center	✓	✓	✓
Product Support coverage	8 hours/day 5 days/week	24 hours/day 5 days/week Increased response time	24 hours/day 7 days/week Named Benchling Product Specialist
Training			
Access to Benchling Learning Labs training platform	✓	✓	✓
Access to custom training courses	Fee-based	✓	✓✓
Customer Experience Services			
Customer Success Management	Foundational Customer Success Package	Named Customer Success Manager with monthly consultation	Named Customer Success Manager with weekly consultation
Success plans and business reviews		✓	✓✓
Technical Account Manager for tenant configuration, maintenance, and management		✓	✓✓
Access to Optimization Services		✓	✓✓
Access to Named Enterprise Solutions Architect for technical roadmap reviews			✓

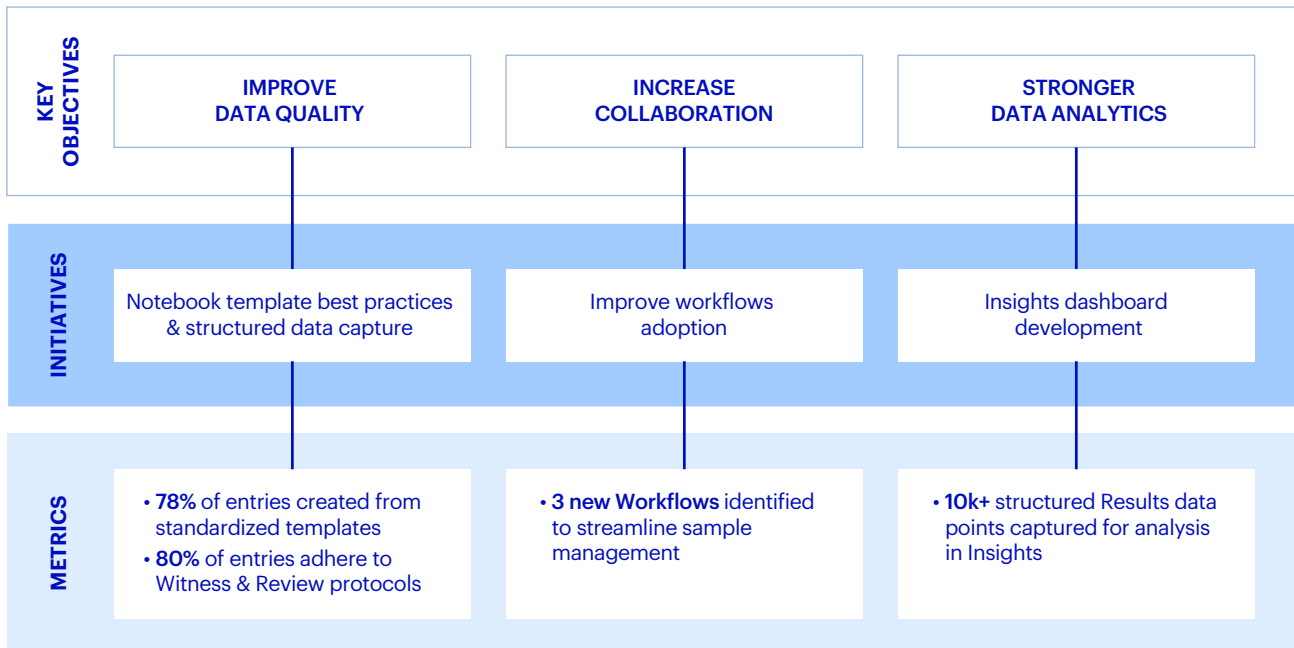
A holistic approach to Customer Success management

Benchling's Customer Success Packages provide proactive strategic guidance to customers once they have gone live on the Benchling R&D Cloud. Your Customer Success Manager (CSM) will take the time to understand your business, your science, and your top priorities, then align a success plan to meet those objectives.

While our CSMs are equipped with industry best practices and tools, there is no one-size-fits-all approach. Each relationship is built on a shared understanding of your top company goals and is mindful of where you are at any point in that journey. Typical focus areas for CSMs to engage include: product adoption, change management, new feature releases, and more.

Customer Success Focus Areas		
 <p>Strategy and roadmap</p>	 <p>Governance</p>	 <p>Training and adoption</p>
 <p>Value realization</p>	 <p>Support management</p>	 <p>System architecture</p>

See what a typical set of objectives looks like under the guidance of a Benchling Customer Success Manager:



* These examples are illustrative of the types of projects run through the Customer Success Package, but each customer's goals and results may vary

“In my role as a CSM at Benchling, I get to work very closely with some of the most innovative biotechnology companies in the world. I partner with my customers to create success plans around specific business and technology goals they may have. For that reason, every plan looks a little different as each is personalized to the customer’s strategic needs. I get to apply my background in biological research and strategy consulting to help our customers work through their top priorities and realize continued value from the Benchling R&D Cloud.”



Robyn Langevin
Customer Success Manager, Enterprise

Comprehensive training services to get everyone on your team ready to thrive on Benchling

We want to make sure our customers can easily understand how to use Benchling, and how it makes their jobs easier. Training isn't just something that happens in the first few weeks, it's our perpetual commitment to giving people the role-specific skills they need, onboarding new employees, and helping our customers stay up to date with new product innovation.

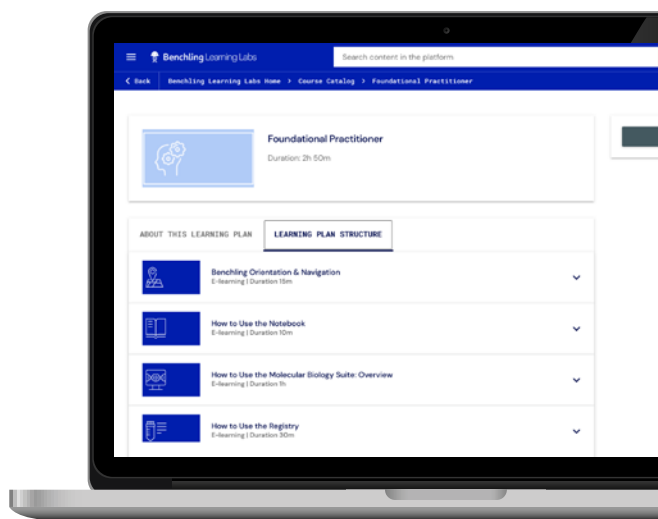
We also realize that people learn best in different ways. Benchling provides multiple training services that match different learning objectives and preferences. Benchling Learning Labs brings an exciting new online learning model to customers and partners, where they can take flexible on-demand courses to gain essential Benchling skills from anywhere. There are also certification paths to give you a recognizable credential to share that attests to your Benchling skills. Benchling also provides instructor-led trainings that can be tailored to your specific use of Benchling and R&D objectives. No matter what path you prefer, Benchling provides a full range of options to ensure your team gets the training they need to succeed.

Benchling Learning Labs

Benchling Learning Labs provides the comprehensive training your team requires, building the knowledge and skills to use and sustain the R&D Cloud while tailoring it to your business needs.

Flexible on-demand courses make it easy for any customer or partner to gain essential Benchling skills from anywhere. Role-specific coursework helps everyone in your organization access up-to-date knowledge on how to drive success with Benchling.

Certifications provide the option to follow role-specific learning paths, such as Practitioner and Administrator, then take proctored-exams to demonstrate your Benchling skills. These certifications offer recognizable credentials for essential R&D technology.



Instructor-Led Training

Benchling provides customized trainings led by knowledgeable members of our Customer Experience team. These sessions can be hosted in-person or remotely.

Tailored curriculum teaches your team Benchling fundamentals in the context of your own Benchling implementation.

Personalized attention from our trainers keeps everyone engaged and supported in their learning journey.

Ongoing education ensures that your team stays up to date with follow-on trainings to support new teams and users coming onto Benchling, new products being used, or other substantial transformations to your Benchling implementation.

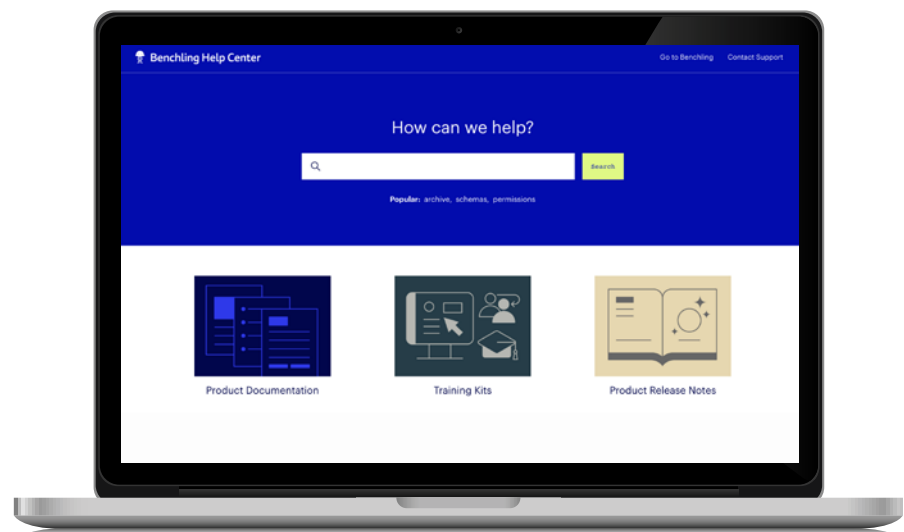


Count on Benchling Support to keep you running at full speed, all the time

From the day you start using Benchling, we want to make sure we're there to answer any questions you might have. We know time is of the essence, and no one likes waiting around for a reply. That's why we have a team of knowledgeable Benchling Product Support Analysts (PSAs) that respond to your inquiries in a timely manner. Use the Benchling Help Center for quick self-serve guidance on common topics, and use in-app, web, or email support for any additional product and technical support.

Benchling Help Center

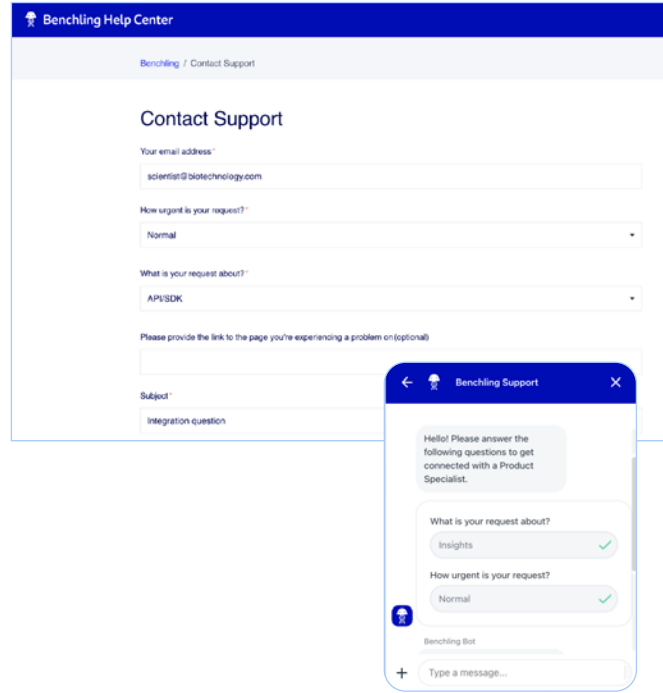
Our product and technical specialists have curated a knowledge base of useful topics. This is available self-serve to get your questions answered, see the latest product releases, and download other useful documentation. Articles are continually reviewed and updated by our team.



Product Support

When anyone on your team has a question, just fill out our online form, send us an email, or use the in-app support tool. Our Product Support Analysts will reply back promptly.

Success Package	Response Time*
Standard	8 hrs / 5 days per week Urgent SLO: 2 hr Normal SLO: 24 hours
Premier	24 hrs / 5 days per week Urgent SLA: 1hr Normal SLA: 8 hours
Enterprise Premier	24 hrs / 7 days per week Urgent SLA: 0.5hr Normal SLA: 4 hours



* SLO = non-contractual Service Level Objective. SLA = Service Level Agreement. These terms are representative of typical offerings. Please consult your MSA for your actual SLA terms.

“Benchling Support delivers amazing customer experiences to users worldwide. It starts with our team of knowledgeable product and technical specialists. We also think a lot about how our customers want to receive support, across web, in-app, email, and self-serve channels. We’re closely connected to our product and engineering teams as well, so the guidance we provide is always up to date and relevant.”



Hilary Newman
Head of Customer Support

Optimization Services are your secret weapon for R&D transformation

R&D organizations move quickly. The science evolves, the processes mature, and the data scales. It's critical that your R&D software stays aligned every step of the way. Benchling provides a full range of Optimization Services, as part of our Premier Success Packages, that customers can employ to tackle their R&D transformation needs.

Your Technical Account Manager (TAM) will meet with you on a regular basis to understand your top business priorities and how your R&D informatics are evolving. As needs are identified, your TAM will coordinate Optimization Accelerators for frequently encountered needs, such as data model refreshes, new feature configurations, and integrations/automations. Along the way, they'll also provide routine tenant maintenance and upkeep, documentation updates, and other change management services.

Optimization Services gives you the support you need to keep your Benchling implementation in full alignment with your R&D, and preserve your internal resources for other priorities.

“We know that our customers work in dynamic R&D environments. Fortunately, we’ve worked closely with over 1300 biotechnology organizations and we have a good sense for the kinds of R&D transformations that our customers frequently look for.

Our team of Technical Account Managers and Enterprise Solution Architects jump right in with your Customer Success Manager to continually understand your company’s top priorities. They deliver a range of services, from ‘hands on keyboard’ configuration updates to strategic business process reviews, all with the goal of ensuring your Benchling implementation continually delivers value to your R&D organization.”



Sean McCormack
Head of Optimization Services

Customer Success Optimization Services

The following services are typical engagements performed by Benchling’s Customer Experience Team, under the guidance of your Customer Success Manager and Technical Account Manager.*

Administration Services	Routine services to keep your Benchling implementation in top performance	Optimization Accelerators	Fixed-scope projects to drive effective R&D transformation
Frequent customer touchpoints	Dedicated time to understand your top priorities at the moment	Data model refresh	Typically performed for a specific business unit or team, including use case identification, consultation, and reconfiguration
Issue logging and tracking	Understand and track any technical issues that need resolution	Data model expansion	Adding additional schemas for a team or group using Benchling, including scoping, developing, configuration, and testing
Feature request tracking	Taking product feature requests back to Benchling Product Managers	New feature configuration update	Help align new and existing software capabilities, including feature review, usage assessment, and configuration to meet customer needs
Tenant maintenance and upkeep	Direct updates to all aspects of Benchling tenant, including registries/schemas, Notebook entries, computed fields, dashboards, and more	Notebook template development and optimization	Establish a set of prioritized entry templates, including scoping, building, and training
Documentation upkeep	Maintaining documentation of your Benchling implementation, including data model, training, and best practice documentation	Insights dashboard template development and optimization	Establish a set of prioritized Insights dashboards, including scoping, building, and training
Feature release management	Updates and context on new features, customized where appropriate to your Benchling implementation	Lab Automation Run Reconfiguration and Enhancement	Reconfiguration or enhancement of implemented Lab Automation Run(s), which will include scoping sessions, followed by configuration, testing and training.

* These Services are representative of the range that is offered. Actual services may vary according to customer needs and in partnership with your Benchling Customer Success team.

See how Benchling customers and our Customer Experience team partner to achieve amazing outcomes

“At ElevateBio, we’re committed to powering the creation of innovative therapies for patients. When we think about the evolution of the cell and gene therapy industry and R&D, we not only look for new technologies but also for partners to help advance our processes as well. Benchling has continually provided us with expert delivery, support, and best practices, and has been a partner in our success with this platform.”



Cherylene Plewa
Senior Vice President,
Cellular Engineering,
ElevateBio

See more Customer Success stories

99%

Benchling customer retention

95%

Post-implementation customer satisfaction rate

60%

Improvement in overall product satisfaction

Source: Benchling internal records, customer surveys, and business value engagements

Still exploring R&D software options?

Reach out for an initial call to learn more about the Benchling R&D Cloud and how our Customer Experience team can help drive amazing outcomes for your R&D team.

[Contact Sales](#)

[Request a Demo](#)

Already a Benchling customer?

Reach out to your Account Executive and Customer Success team to explore Success Packages that may be right for your team.

Use our self-serve Help Center or in-app support tool to get your questions answered quickly by our Support team.

[Help Center](#)

[Get Support](#)

