

CUSTOMER SUCCESS STORY

From Insight to Impact: Scaling Leadership Across Customer Success



THE CHALLENGE

Mezmo's Customer Success organization was growing, but not yet scaling. The team had talent, but lacked cohesion. Leadership expectations were inconsistent, internal relationships strained, and the department's identity unclear.

While individuals were working hard, the absence of a shared leadership model led to mixed signals, friction across functions, and missed opportunities for impact. Without alignment on how team members showed up, made decisions, and collaborated, progress risked stalling at the exact moment the organization needed to accelerate. A leadership transition brought urgency to address these gaps and lay a stronger foundation for scale.

THE SOLUTION

What began as executive coaching to support a leadership transition evolved into a multi-phase initiative that elevated the entire Customer Success organization. Through regular 1:1 coaching sessions, the VP of Customer Success gained clarity, strengthened peer relationships, and aligned his leadership approach with organizational goals.

The work expanded into a private E3 Leadership Bootcamp for the full team, introducing shared tools and language while surfacing key dynamics around trust, communication, and collaboration. A Teaming Workshop followed, where the group formalized values, expectations, and a unified team identity—The Wizards. An ongoing E3 Team Coaching program reinforced leadership behaviors through monthly sessions, helping the team address challenges in real time and deepen collaboration with partners across Sales, Product, and Engineering.

THE BENEFITS

A strategic investment in coaching and team development led to stronger leadership alignment, deeper trust, and improved execution across the organization.

- Strengthened executive presence and peer alignment
- Greater team cohesion, clarity, and accountability
- Consistent leadership behaviors and shared expectations
- Sustained development through structured team coaching
- Improved cross-functional collaboration, positioning the team as a model for leadership within Mezmo

ABOUT

Mezmo is the observability platform for modern engineering teams. Purpose-built for enterprise scale and security, Mezmo helps organizations harness log data to monitor systems, accelerate innovation, and proactively respond to issues before they impact customers. By delivering real-time insights and seamless integrations, Mezmo empowers teams to drive performance, reliability, and business outcomes.

FOCUS

- Technology
- SaaS
- Developer Tools

GEOGRAPHIES

- Worldwide

SIZE

- <500 employees

BILL BALNAVE

Vice President Customer Success
Mezmo



"This work shifted us from a collection of strong individuals to a team with shared clarity and purpose. That alignment has made all the difference, internally and across the business."

— Bill Balnave, VP of Customer Success, Mezmo