

CASE STUDY

Partnership at Scale

How a leading email security provider built
a world-class customer success organization
with CGS Nexus



Executive summary

A strategic partnership built for velocity and trust

The client operates at the intersection of cybersecurity and enterprise infrastructure — a space where the tolerance for slow onboarding, weak technical support, or lost institutional knowledge is effectively zero. Its cloud-based email authentication enforcement platform requires a support function capable of navigating email authentication, DNS configuration, enterprise change management, and rapid customer deployment simultaneously.

When the client made the strategic decision to build out its customer support organization through an external partner, the goal was clear: extend the team quickly, maintain technical credibility with demanding enterprise customers, and protect the company's hard-earned reputation for getting customers to enforcement faster than any competitor.

What began as an engagement with two CGS Nexus technical support engineers evolved into something far more strategically significant. Today, a team of nearly eighteen embedded professionals spans technical account management, onboarding support, day-to-day technical support, and business operations — functioning as a seamless extension of the client's internal organization rather than a conventional outsourced service.

CGS Nexus team members participate in C-suite QBRs, surface intelligence that supports enterprise renewals, and have executed complete platform migrations over a single weekend when customer continuity was at stake. The result is a partnership that the client's leadership describes simply as one they trust completely — a statement that, in enterprise SaaS, is the strongest possible measure of success.

About the client

Where email security demands excellence at every touchpoint



The client is a cloud-native email authentication and domain protection company with over a decade of market history. Pioneering the automation of email authentication enforcement — a technically sophisticated standard that most providers struggle to implement reliably — the client serves an exceptionally diverse and demanding customer base.

The company's platform addresses a critical enterprise security gap: preventing bad actors from spoofing organizational email domains. The implications are significant across industries. Media organizations protecting editorial integrity. Financial services firms guarding against wire fraud. Real estate companies defending against transaction fraud. The client's customers range from Fortune 500 enterprises managing hundreds of domains to SMBs and a large free-tier user base.

What makes the client's support function uniquely challenging is the technical depth required at every layer. Customers must interact with DNS records, navigate legacy email infrastructure, and ultimately reach a state called 'enforcement' — the point at which unauthorized senders are actively blocked. The technical support engineers who serve these customers must bring genuine domain expertise to every interaction.

Strategic growth

A deliberate decision to scale through partnership

The decision to engage CGS Nexus was not made casually. It was driven by direct prior experience. A senior member of the client's leadership team had previously partnered with CGS Nexus to build a successful support organization at another enterprise SaaS company — and brought that established confidence into the Client's evaluation. The trust, in other words, was already proven.

The client's leadership identified several strategic priorities that a partner would need to meet:

- **Rapid, high-quality scale.** The company was in a phase of strong growth, and support capacity needed to expand quickly without sacrificing the technical standard that enterprise customers expected.
- **Deep technical fluency.** Email authentication, email authentication enforcement, and DNS record management are not topics a generic support team can navigate. Any partner would need to achieve genuine domain competency — and do so at speed.
- **Protection of competitive advantage.** The client's differentiation included getting customers to enforcement faster than any competitor. The partner's onboarding support would need to reinforce, not undermine, that advantage.
- **Flexible coverage across customer segments.** The client's customer base spans enterprise accounts requiring dedicated technical account management, SMBs, free-tier users, and MSP channel partners requiring train-the-trainer support. A partner would need to operate credibly across all of these simultaneously.
- **A distributed delivery model.** As the client transitioned to a fully remote operating model, the partner's ability to deliver consistently across geographies became a structural requirement.

Built for customers

A tiered partnership structure aligned to your clients' customer needs



CGS Nexus built its engagement around the client's actual customer structure — not a generic support model. The result is a tiered organization that aligns resources to where value is created

01 Technical account management: Embedded intelligence for enterprise accounts

Senior CGS Nexus technical support engineers manage the client's largest enterprise accounts with the depth and continuity of an internal team member. TAMs develop deep familiarity with each account's domain infrastructure, email posture, and organizational dynamics — and translate that knowledge into intelligence that supports renewal conversations, QBR preparation, and proactive outreach.

02 Onboarding support: Compressing time-to-value for new customers

Dedicated technical support engineers guide newly contracted customers through platform setup with structured check-in cadences, personalized troubleshooting, and proactive intervention at the points in the onboarding journey where delays typically arise. The result: a measurable compression of onboarding timelines at a stage in the customer lifecycle where speed directly influences retention.

03 Technical support: Consistent expertise across the full customer base

Day-to-day technical support handles inbound volume across free-tier users, SMBs, and channel partners through the client's support portal. The team also plays an active role in improving AI deflection quality — continuously training the model on the highly specific DNS and email authentication questions that characterize the client's support demand.



04 Business operations: A partnership that has grown with the business

The depth of trust established over the course of the partnership led to an expansion of scope beyond traditional support functions. A dedicated CGS Nexus resource now supports the client's BizOps function — including data workflows, Salesforce reporting, and cross-functional business processes — reflecting a level of organizational integration that goes well beyond a conventional BPO engagement.

05 Talent strategy: A self-reinforcing model for technical scale

One of the earliest indicators of partnership quality was CGS Nexus's approach to team expansion. Once the client's leadership had established confidence in the initial team, CGS Nexus engineers were invited to participate in the hiring process — vetting candidates from their professional networks, identifying individuals with relevant email security backgrounds, and meaningfully accelerating time-to-competency for new hires.

This collaborative approach to scaling — where trusted engineers help build the next generation of trusted engineers — is particularly valuable for technically specialized platforms where ramp time represents a real cost. It also reflects the kind of institutional ownership that distinguishes a genuine partner from a staffing vendor.

06 Global flexibility: Supporting market expansion without starting over

As the client pursued expansion into the Japanese market, CGS Nexus sourced and embedded a Japanese-speaking technical support engineer within the existing team structure — without requiring a separate engagement or a new operational ramp. For fast-growing SaaS companies entering new markets, this kind of embedded language flexibility is a meaningful operational advantage.

Driving outcomes

Deep technical expertise turns support operations into revenue opportunities

The most significant aspect of this partnership is not found in operational metrics alone. It is in the way CGS Nexus's technical depth has become a reliable part of how the client serves and retains its customers — extending the support function's contribution well beyond day-to-day operations.

Proactive account intelligence that sharpens renewal conversations

CGS Nexus TAMs managing enterprise accounts do not limit their attention to open tickets. They actively monitor industry news for signals relevant to their accounts — corporate acquisitions, executive transitions, regulatory developments — and surface that intelligence to the client's internal account management team well ahead of renewal conversations.

When a TAM identifies that an enterprise customer has acquired new subsidiaries, the account manager walks into the next QBR already prepared to discuss domain coverage expansion as a natural next step. This intelligence function is not something that was formally contracted; it is the natural output of a team that is genuinely invested in each account's success.

QBR participation: Technical continuity at the executive table

In a growing number of enterprise renewal cycles, CGS Nexus TAMs join the client's customer QBRs in a supporting capacity. When C-suite stakeholders — who may engage the platform only a few times a year — raise technical questions about their email security posture, the TAM is on hand to step in and provide answers directly. This gives the client's account managers immediate technical support without breaking the flow of the conversation.

The impact on renewal confidence is tangible. Customers experience the continuity of a technical relationship — the same engineer who resolved a complex DNS issue three months ago is present to explain their enforcement posture to their CISO today.

Emergency responsiveness: When the stakes are highest

Perhaps the clearest illustration of CGS Nexus' strategic value came during a vendor migration scenario. A prospective customer had been under contract with a competing email security provider that enforced a strict 90-day notice period. Having missed the window while evaluating alternatives, the customer turned to the Client facing an urgent deadline: migrate or risk having their email delivery blocked by Microsoft and Google.

The CGS Nexus onboarding team completed the full platform migration over a single weekend. The customer was live and protected before the business week began. That capacity — to move with urgency when business continuity is on the line — has become a differentiated selling point that the Client's sales team now references as a reason to choose the platform.

Partnership outcomes

What the engagement has delivered

The following outcomes demonstrate the quality of the CGS Nexus client partnerships.

AREA	OUTCOME
Team Scale	Grew from 2 FTEs to 17-18 FTEs across 3 functional teams plus BizOps
Customer Onboarding Speed	Reduced from 90+ day industry baseline to ~41-day median; competitors measured in months or years
Customer Satisfaction (CSAT)	Significant improvement cited; Stevie Award for Best Support Organization awarded
Enterprise Renewal Support	CGS Nexus TAMs embedded in QBRs; one engineer awarded company-wide Sales Rep of the Month
Emergency Migration Capability	Full enterprise customer migrated and onboarded over a single weekend
Language Coverage	Japanese-language technical support added to support Japan market expansion

Shared recognition

Recognition that honors the strength of the partnership



The quality of the CGS Nexus–client support organization has earned recognition that reflects the combined output of both teams:

- **Stevie Award for Best Support Organization.** A recognition earned by the client’s support function — which CGS Nexus delivers as the primary operational arm.
- **Company-wide recognition by the Client.** Individual CGS Nexus technical support engineers have been called out in the client’s internal Slack channels for exceptional contributions to complex enterprise renewals and high-stakes technical escalations.
- **Sales Rep of the Month.** In at least one case, a CGS Nexus technical support engineer was awarded the client’s Sales Rep of the Month — a distinction typically reserved for direct sales staff — for their role in supporting a significant enterprise renewal. This recognition reflects how thoroughly the support-to-revenue line has been bridged.

Growth Partnership

A scalable partnership model that turns customer success into competitive advantage



For B2B SaaS companies, the quality of post-sales support has become a product decision, not a cost decision. Customers who experience a TAM who knows their infrastructure, who shows up to QBRs prepared, and who has flagged a problem before it became a ticket — they expand. They become references.

The client's engagement with CGS Nexus illustrates a maturity model that fast-growing SaaS companies can recognize in their own trajectory: what begins as a deliberate decision to scale through partnership evolves, over time and with the right partner, into a strategic capability that simultaneously touches product quality, customer retention, and revenue growth.

The CGS Nexus team's work is woven into the client's competitive narrative. When a prospect asks how quickly they can reach their target state, part of the answer is the onboarding capability that CGS Nexus supports. When an enterprise renewal is at stake, the intelligence that CGS Nexus TAMs have built through months of account engagement helps strengthen that conversation. When a customer in crisis needs a platform migration completed over a weekend, CGS Nexus onboarding support is what enables the client to deliver on that commitment.

That is not conventional outsourcing. That is a partnership built to scale.

Is building a world-class customer success organization vital to your growth?

CGS invests in executive-level guidance, not just headcount, to support your path from seed to IPO.

Let's start the conversation.

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