

Amy Versaw

Customer Success & Account Management | Onboarding |
Retention | Enablement

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Customer Success and Enablement professional with 5+ years guiding clients through onboarding, adoption, and retention initiatives across SaaS and tech-enabled environments. Skilled at simplifying complex systems, driving measurable ROI, and building trusted relationships that fuel growth. Proven success implementing learning systems for 500+ users and managing high-touch client portfolios that generated repeat and referral business exceeding 80%.

Key Achievements

Client Retention & Growth: Built and maintained a 90%+ repeat-and-referral client base in a competitive market through proactive communication, CRM analytics, and process-driven client management.

Onboarding & Adoption: Designed and delivered scalable onboarding programs for 500+ employees, cutting time-to-productivity by 30% and improving system adoption across multiple branches.

Cross-Functional Leadership: Partnered with sales, product, and operations to streamline workflows and implement new technologies, driving efficiency and consistent customer satisfaction.

Work Experience

Keller Williams Realty

Realtor, Coach, Account Manager

November 2019 - Current

- Managed 100+ client accounts with an 80% repeat/referral rate, ranking in top 20% of agents.
- Served as a trusted advisor throughout onboarding, negotiation, and closing, ensuring satisfaction and retention.
- Trained and coached 150+ agents on CRM adoption, workflow automation, and consultative selling, accelerating ramp-up.
- Leveraged CRM tools (KW Command, Salesforce familiarity, DocuSign) to track engagement metrics and pipeline health.
- Translated customer goals into measurable results, improving satisfaction, loyalty, and repeat business.

Eastman Credit Union

Operational Trainer, eLearning Designer, LMS Administrator

May 2012 - May 2019

- Partnered with HR, IT, and Operations to modernize employee training across the organization.
- Implemented and managed a new Learning Management System (Absorb) for 500+ employees across multiple branches.
- Designed onboarding and training programs that reduced time-to-productivity by 30% and improved retention.
- Served as systems advisor to senior leadership, translating technical workflows into clear adoption strategies.
- Used analytics to track learning outcomes and drive continuous improvement in compliance and leadership training.

Education

Licenses: Tennessee Life Insurance License (Active), Real Estate License (Active)

Certifications: AI-Powered Customer Success Specialization (Coursera, in process), Google Project Management (Coursera); Articulate Storyline Certification (Yukon Learning); Instructional Design Certificate (ATD); Communicate to Lead (Dale Carnegie)

Skills

Core Strengths: Client Onboarding, Account Retention, SaaS Adoption, Relationship Building, Change Management, Customer Engagement Strategy

CRM & Sales: DocuSign, KW Command, Salesforce (familiar), HubSpot

LMS & Training: Absorb, Cornerstone, Trivitor, Articulate 360, Camtasia

Collaboration & Productivity: Google Workspace, Microsoft 365, Teams, Slack, Zoom, Asana