

# Customer Success English Jargon Quick Reference

Field-specific terms, contrast pairs, and high-pressure sentence frames

**Audience: customer success managers, account managers, onboarding specialists, support escalation leads, renewals managers, implementation teams, and post-sale revenue leaders**

Focus: A customer success English curriculum for onboarding, adoption, health scoring, escalations, QBRs, renewals, churn risk, difficult customers, product feedback, and expansion conversations.

Designed for advanced ESL learners who already use professional English and need industry-specific terminology, realistic meetings, role-play pressure, careful pushback, and polished workplace outputs.

Teaching stance: this is language and workplace-communication training, not legal, medical, financial, safety, or regulatory advice. Instructors should connect every scenario to the learner's current company policies, local rules, and approved procedures.

## Nomenclature and Jargon

These are classroom working definitions. Learners should adapt wording to their organization's policies, systems, and local regulatory environment.

### Onboarding and Implementation Expectations

Term	Working meaning
onboarding	Working customer success term used in onboarding and implementation expectations; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
go-live	Working customer success term used in onboarding and implementation expectations; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
implementation	Working customer success term used in onboarding and implementation expectations; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
customer owner	Working customer success term used in onboarding and implementation expectations; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

### Adoption Metrics and Health Scores

Term	Working meaning
adoption	Working customer success term used in adoption metrics and health scores; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
health score	Working customer success term used in adoption metrics and health scores; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
stakeholder engagement	Working customer success term used in adoption metrics and health scores; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
usage	Working customer success term used in adoption metrics and health scores; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

### Support Escalations and Incident Communication

Term	Working meaning
escalation	Raising an issue to a higher authority or different function because risk, urgency, or decision rights require it.
severity	Working customer success term used in support escalations and incident communication; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
workaround	Working customer success term used in support escalations and incident communication; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
SLA	Service-level agreement defining expected service performance or response commitments.

### QBRs and Business Outcomes

Term	Working meaning
QBR	Working customer success term used in qbrs and business outcomes; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
business outcome	Working customer success term used in qbrs and business outcomes; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

Term	Working meaning
ROI	Working customer success term used in qbrs and business outcomes; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
executive sponsor	Working customer success term used in qbrs and business outcomes; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

## Renewals and Churn Risk

Term	Working meaning
renewal	Working customer success term used in renewals and churn risk; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
churn risk	Working customer success term used in renewals and churn risk; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
commercial term	Working customer success term used in renewals and churn risk; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
value gap	Working customer success term used in renewals and churn risk; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

## Expansion and Upsell Ethics

Term	Working meaning
upsell	Working customer success term used in expansion and upsell ethics; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
expansion	Working customer success term used in expansion and upsell ethics; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
use case	Working customer success term used in expansion and upsell ethics; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
readiness	Working customer success term used in expansion and upsell ethics; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

## Product Feedback and Feature Requests

Term	Working meaning
feature request	Working customer success term used in product feedback and feature requests; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
roadmap	Working customer success term used in product feedback and feature requests; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
workaround	Working customer success term used in product feedback and feature requests; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
product feedback	Working customer success term used in product feedback and feature requests; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

## Difficult Customers and Boundary Setting

Term	Working meaning
boundary	Working customer success term used in difficult customers and boundary setting; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

Term	Working meaning
executive escalation	Working customer success term used in difficult customers and boundary setting; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
commitment	Working customer success term used in difficult customers and boundary setting; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
expectation setting	Working customer success term used in difficult customers and boundary setting; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

## Industry-Specific Meeting Moves

Situation	Useful language
Onboarding and Implementation Expectations	Before we commit, I want to confirm onboarding, go-live, the owner, and the evidence behind the decision. If scope, data readiness, customer owner, training, and risk need alignment., I recommend we document the risk and agree on the next step.
Adoption Metrics and Health Scores	Before we commit, I want to confirm adoption, health score, the owner, and the evidence behind the decision. If depth of adoption, business outcomes, sponsor engagement, and support trends matter., I recommend we document the risk and agree on the next step.
Support Escalations and Incident Communication	Before we commit, I want to confirm escalation, severity, the owner, and the evidence behind the decision. If severity, workaround, reproduction, priority, and communication cadence need agreement., I recommend we document the risk and agree on the next step.
QBRs and Business Outcomes	Before we commit, I want to confirm QBR, business outcome, the owner, and the evidence behind the decision. If customer goals, outcomes, risks, recommendations, and executive asks should guide the story., I recommend we document the risk and agree on the next step.
Renewals and Churn Risk	Before we commit, I want to confirm renewal, churn risk, the owner, and the evidence behind the decision. If adoption gaps, unresolved issues, executive alignment, and commercial terms need a recovery plan., I recommend we document the risk and agree on the next step.
Expansion and Upsell Ethics	Before we commit, I want to confirm upsell, expansion, the owner, and the evidence behind the decision. If readiness, value proof, use case, and customer trust must be considered., I recommend we document the risk and agree on the next step.
Product Feedback and Feature Requests	Before we commit, I want to confirm feature request, roadmap, the owner, and the evidence behind the decision. If segment fit, revenue impact, workaround, frequency, and roadmap tradeoff need assessment., I recommend we document the risk and agree on the next step.
Difficult Customers and Boundary Setting	Before we commit, I want to confirm boundary, executive escalation, the owner, and the evidence behind the decision. If priority, feasibility, contractual commitments, and respectful boundaries need clear communication., I recommend we document the risk and agree on the next step.

### High-pressure pushback frames

- I understand the urgency. The risk is that we move faster than the evidence or process supports.
- I am not blocking the goal. I am naming the condition we need before the decision is safe and credible.
- If we accept this risk, we should name the owner, document the assumption, and define the trigger for escalation.
- That may be possible, but not under the current scope, timeline, or approval path.
- Let's separate what we know, what we assume, and what still needs confirmation.

### Contrast Pairs

Do not confuse	Useful distinction
onboarding vs customer owner	In onboarding and implementation expectations, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
adoption vs usage	In adoption metrics and health scores, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
escalation vs SLA	In support escalations and incident communication, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
QBR vs executive sponsor	In qbrs and business outcomes, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
renewal vs value gap	In renewals and churn risk, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
upsell vs readiness	In expansion and upsell ethics, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
feature request vs product feedback	In product feedback and feature requests, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
boundary vs expectation setting	In difficult customers and boundary setting, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.