

Task 3 – Source Evaluation Template

Student Details

Name and student ID: **Jesse Johnson 2540451**

Topic chosen: **The importance of customer service for business success**

Title of source: **Mastering Customer Success : Discover Tactics to Decrease Churn and Expand Revenue**

Author(s): **Jeff Mar, Peter Armaly, and Mark Stouse** *foreword*

Year published: **2024**

How did you find this source?

I found this source by entering my topic into the UWTSD library. I then went on to filter the type of resources that I would like to use. At first, I wanted to look at reports, articles and books, then I settled on books.

Why did you choose this source?

(Think about relevance, credibility, usefulness)

Is it relevant to the topic?

This source is relevant to the topic as the book is based on “Mastering Customer Success”. It has been written mainly by two individuals Jeff Mar and Peter Armaly. Jeff Mar is a Customer Success Enthusiast as well as an advisor. Peter Armaly works in Customer Success, Customer Experience and is also a Customer Engagement Industry Advisor. Their work in this book has been reviewed by Gillian Taylor who is a Customer Success Leader and Mentor and Coach in Business Operations Strategy, as well as being reviewed by Maria Jose Villanueva who is a Customer Success Leader.

Is this a useful article?

The article is useful as it highlights and summarises why and how customer services is important to business, as well as giving methods of how to achieve the best customer service through accurate forms of measuring outcomes. It is useful in the eyes of those running current businesses and those with the intent on running companies also.

Is this an academic source?

Mastering Customer Success is not classed as an Academic resource because it does not relate to education or scholarship. This is a primary source generated with information from industry insiders making it a credible source of information. It has been reviewed by others in the same field during its writing, Gillian Taylor and Maria

Jose Villanueva was classed as technical reviewers by Peter Amarly (LinkedIn, 2024). This book is seen more as a professional and trade publication because of the style of writing, which leans towards being a guideline for managers and those practising customer service actively for different types of business.

When was it published? Is it recent enough? Why?

This publication was published in 2024, which is two years ago. I believe this is recent enough because of the how recently the publication was released, it still has some relevance in this regard, following the events of covid. Furthermore, the amount of experience that the contributors have in this field of work is timeless between the two core writers. They have both the knowledge and hands on experience to account for the ideas that they have written.

Author Credibility

Who is the author? What are their qualifications or expertise?

Jeff Mar:

- Customer Success Enthusiast, Customer Experience, Advisor, Learning Champion
- Principal Customer Success Manager, Large Enterprise

Petter Amarly

- Customer Success, Customer Experience and is also a Customer Engagement Industry Advisor
- Expert Advisor, Peakspan

Reliability

Is the source reliable? Why?

(Consider journal, publisher, peer review, citations)

I believe this is a reliable source as the publisher for Mastering Customer Success is Packt Publishing who is a global technical learning provider, they specialise in books that promote efficient learning and information services, with their limited company established in 2003 they have repeatedly hit the mark with publishing. Their reliability comes from providing repeat business and having an extensive portfolio to back this up.

References

Mar, J., Armaly, P. and Stouse, M. (2024) *Mastering Customer Success : Discover Tactics to Decrease Churn and Expand Revenue*. First edition. Birmingham, England: Packt Publishing page 15,16.

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[Jeff Mar | LinkedIn](#)

[Peter Armaly | LinkedIn](#)

[Gillian Taylor | LinkedIn](#)

[Maria Jose Villanueva | LinkedIn](#)