Jakob H. Jølstad

Head of Customer Success, Dintero

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I build systems that turn customer insight into actions that reduce friction, strengthen loyalty and create measurable business value.

11 years of experience in customer experience, digital solutions and payments, now as Head of Customer Success at the payment company Dintero. I use data to find root causes, and I always think about scalability.

EXPERIENCE

2020 – present
Oslo

Head of Customer Success

Dintero AS

Built Customer Success from reactive support and onboarding into a proactive and measurable function, with a focus on preventing churn, increasing customer value and scalability for the company.

- **Turns data into action.** Builds monitoring and workflows in HubSpot that catch outdated WooCommerce versions, risky configurations and signs of churn. Segments customers by platform, language and technical status so they automatically receive the right message, and measures whether they do what it asks.
- **Reduces recurring support requests.** Classifies preventable support requests and removes the causes in process, communication and technology. The number of such requests per customer fell 13.3% (Jan–Sep 2026 vs the same period in 2025) while the customer base grew 30.2%.
- **Prevents churn.** Steps into customer relationships at risk of leaving and solves the technical and practical causes. Contributes to Dintero's low churn.
- **Catches issues early.** Has introduced a Go live checklist that is run with the customer before they go live. It builds on years of experience and data from the support team, so that root causes can be eliminated. The findings go on to product, sales and support.

Award: Employee of the Year 2024

2017 – 2020
Oslo

Digital Manager

RBI Norge AS (Renault Norge)

Led the initiative with a scalable website platform for car dealers, used by more than 50 dealers across Renault and Dacia.

- Sat between business and engineering: reported needs to the developers and was the dealers' point of contact.
- Updated the dealers' websites myself and analyzed their traffic, with automated reporting.
- Developed an internal intranet in SharePoint, designed and automated newsletters and was senior user on digital projects.
- Contributed to compliance with brand guidelines and GDPR.

2016 – 2017
Oslo

Customer Support Agent

Bambora NUF

Technical support for payment terminals and online payments. This is where the payments foundation began.

2015 – 2016
Oslo

CPU Technical Advisor

GoExcellent Norway AS (Apple)

Technical troubleshooting and customer advice on iOS and macOS. Learned to “solve the customer” rather than just solve the problem. CSAT of 96/100 across 3,000 tickets.

PROJECT

Bærum og Omegn Cykleklubb

Website with CMS

Built the club's website with a full CMS and role-based access control. Privacy is solved in the system itself, not just with a cookie banner: images can be blurred and names anonymized with one click.

SKILLS

Relationships	Retention and churn prevention · Activation and adoption · Onboarding and go-live · User experience and simpler customer journeys · Proactive, scalable communication
Technology	WooCommerce and Shopify · Payment integrations and checkout · Technical troubleshooting · HTML, CSS, JavaScript and Python (practical use) · Automation in HubSpot · AI-assisted development
Data	Customer and transaction analysis · Segmentation by technical status and behavior · Customer health and early signals · Reports and dashboards · Measuring effect after actions
Business	Payment conversion · Upsell and growth in existing customers · Prioritizing by impact · Cross-functional influence with product, sales and support · Efficient, scalable processes

POSITIONS OF TRUST

2026 – present

Web manager

Bærum og Omegn Cykleklubb

2025 – present

Health and safety representative (verneombud)

Dintero AS

2023 – present

Leader of the Zwift group

Bærum og Omegn Cykleklubb

2020 – 2026

Board member

Sameiet Nedre Vaskegang 4 (condominium association)

EDUCATION AND CERTIFICATIONS

Bachelor of Arts, Art (minor: Architecture), University of Houston, 2010–2014

- Principles of good design
- Graphic design
- 3D modeling
- Basic coding

PRINCE2 Foundation, certification training, PeopleCert, July 2019