

CLIENTSUCCESS WEBINAR SERIES

**2021
STATE OF
CUSTOMER SUCCESS**



DAVE BLAKE

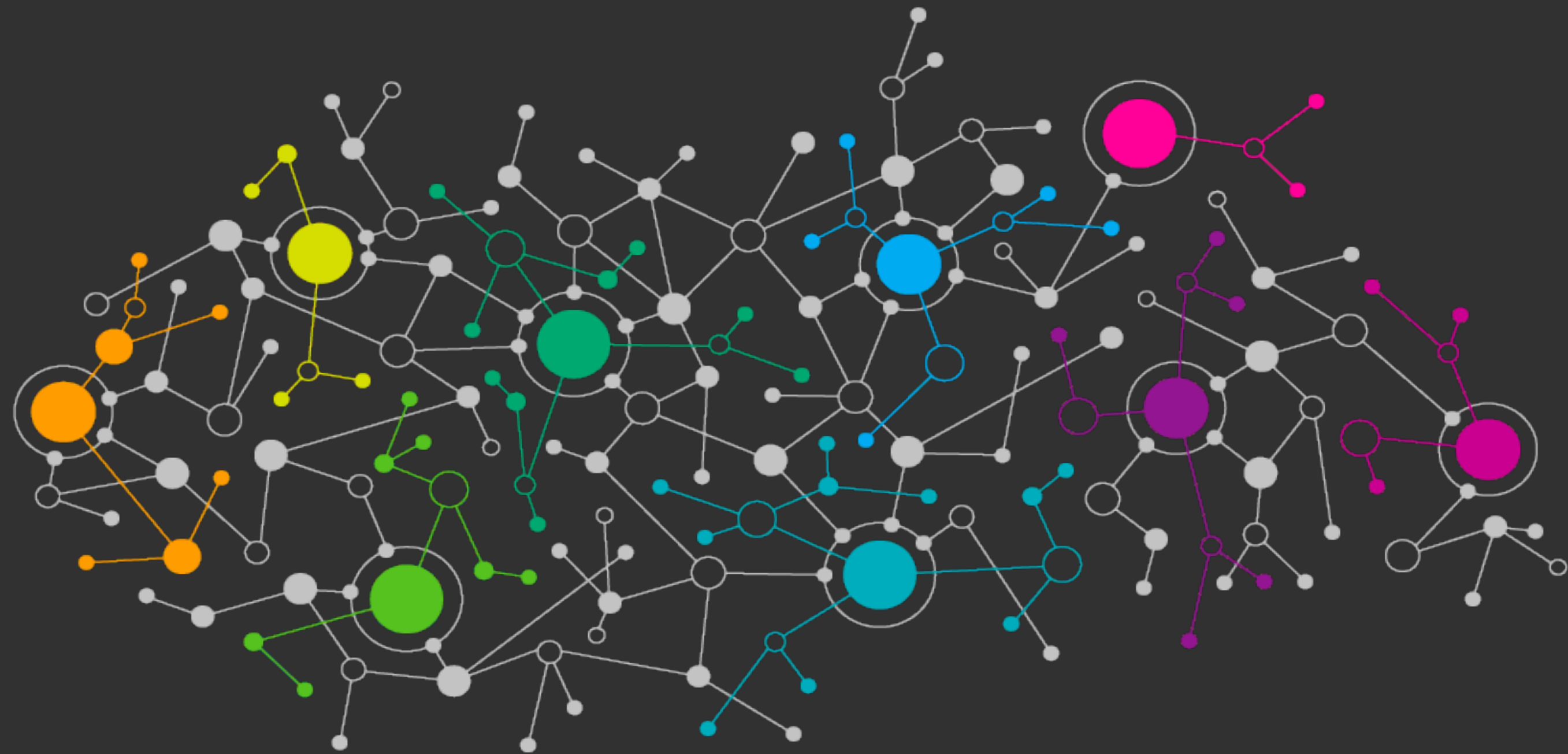
FOUNDER/CEO
CLIENTSUCCESS

TUESDAY, SEPTEMBER 21ST, 2021
1PM EST/ 10AM PST

brought to you by

client**success**

2021



**THE STATE OF
CUSTOMER SUCCESS**

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SURVEY PARTICIPANTS



642

CS Professionals



39

Countries

579

Companies



SURVEY PARTICIPANTS

GEOs

North American	73%
EMEA	18%
APAC+J	6%
LATAM	4%

COMPANY PROFILE

Enterprise	42%
Mid-Market	34%
Small Business	24%

EMPLOYEES

1 - 50	23%
51 - 100	19%
101 - 500	27%
501 - 1000	10%
1000	22%

TITLES

CSP/CSM	32%
Manager	26%
Director	21%
VP	15%
CxO	2%
Other	5%



CUSTOMER SUCCESS TEAMS

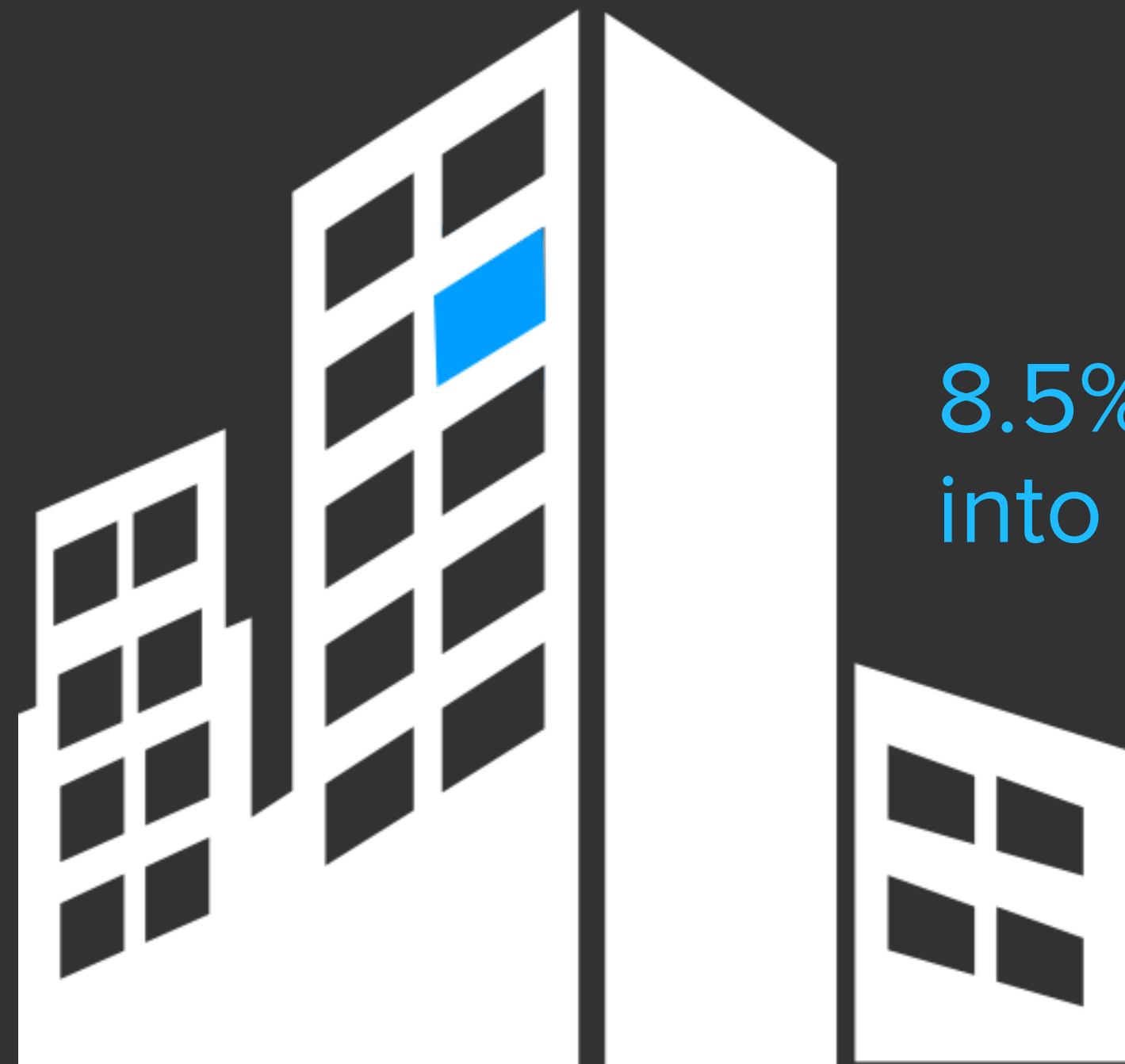
68% of Teams Grew in the Past 6 Months

Median Team Size:

8

CS Teams Represent

5% of Total Employees



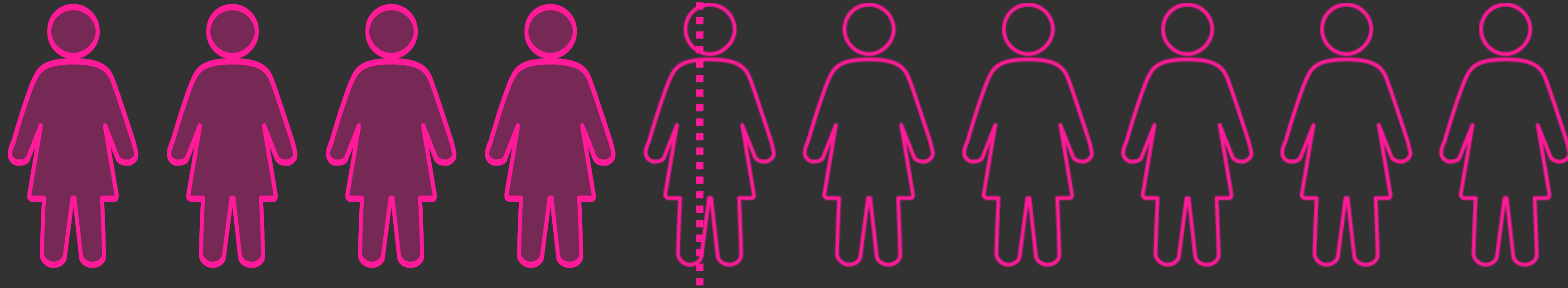
8.5% of Revenue Invested into Customer Success



WOMEN IN CUSTOMER SUCCESS

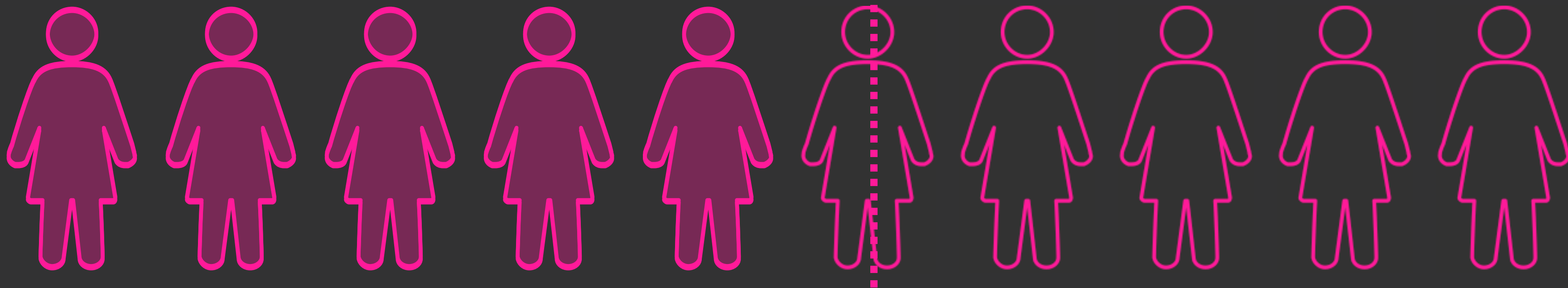
CSMs

2020



44%

2021



56%

WOMEN IN CUSTOMER SUCCESS



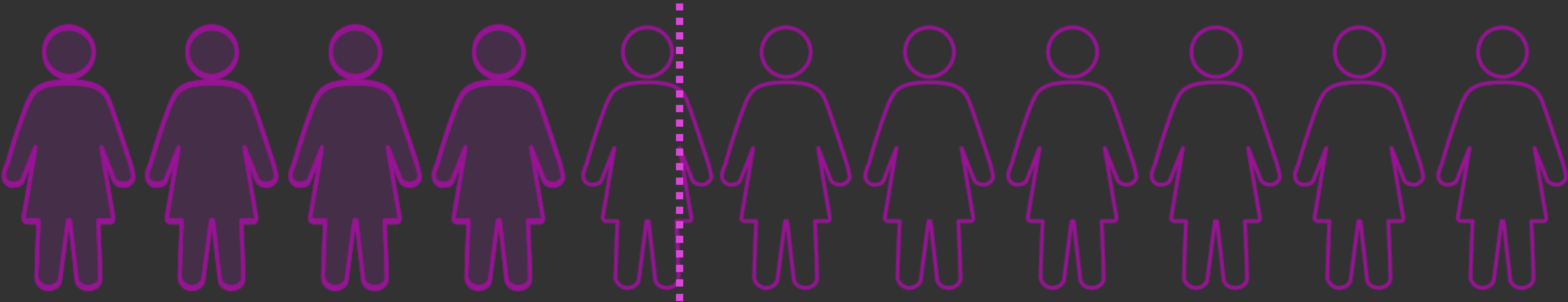
CUSTOMER SUCCESS LEADERS

2020
→



35%

2021
→



48%



PEOPLE OF COLOR IN CUSTOMER SUCCESS

CSMs

2020



12%

2021



21%



PEOPLE OF COLOR IN CUSTOMER SUCCESS

CUSTOMER SUCCESS LEADERS

2020
→



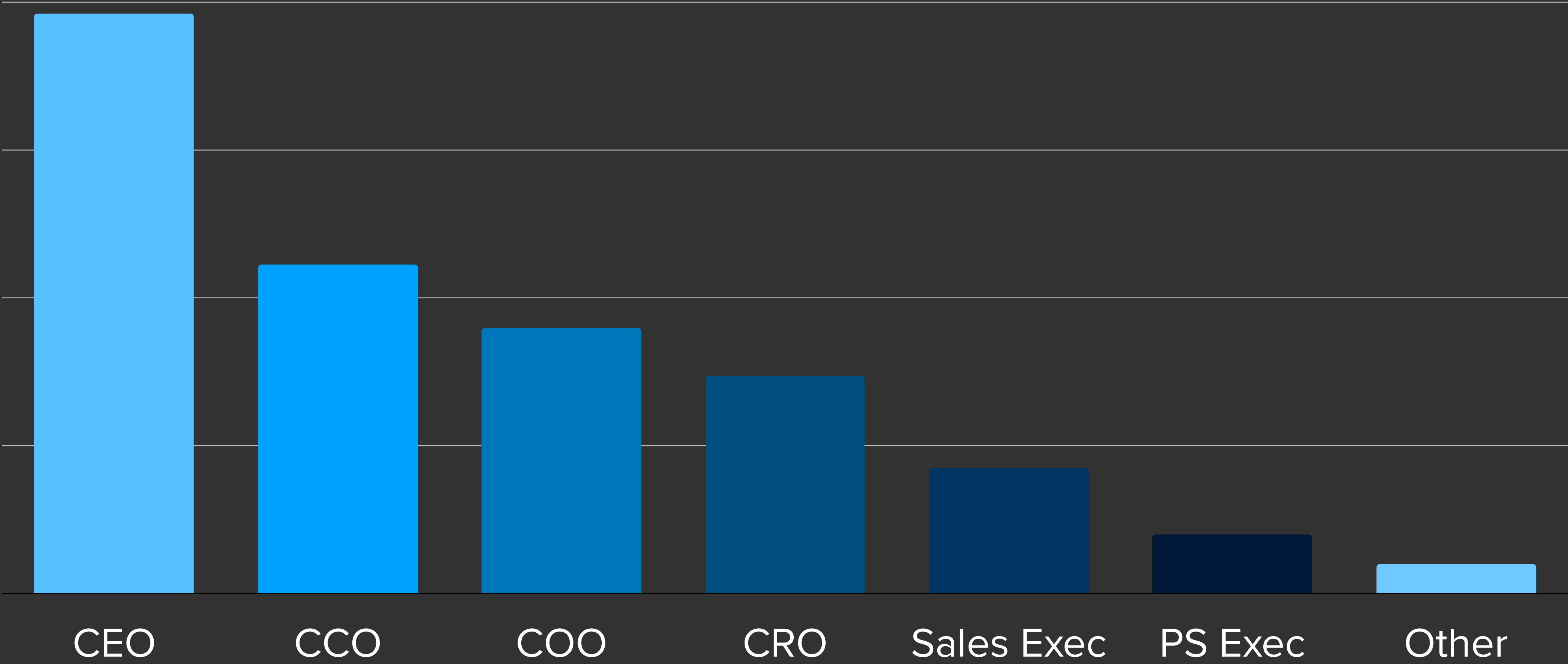
17%

2021
→



21%

REPORTING STRUCTURE FOR CS TEAMS

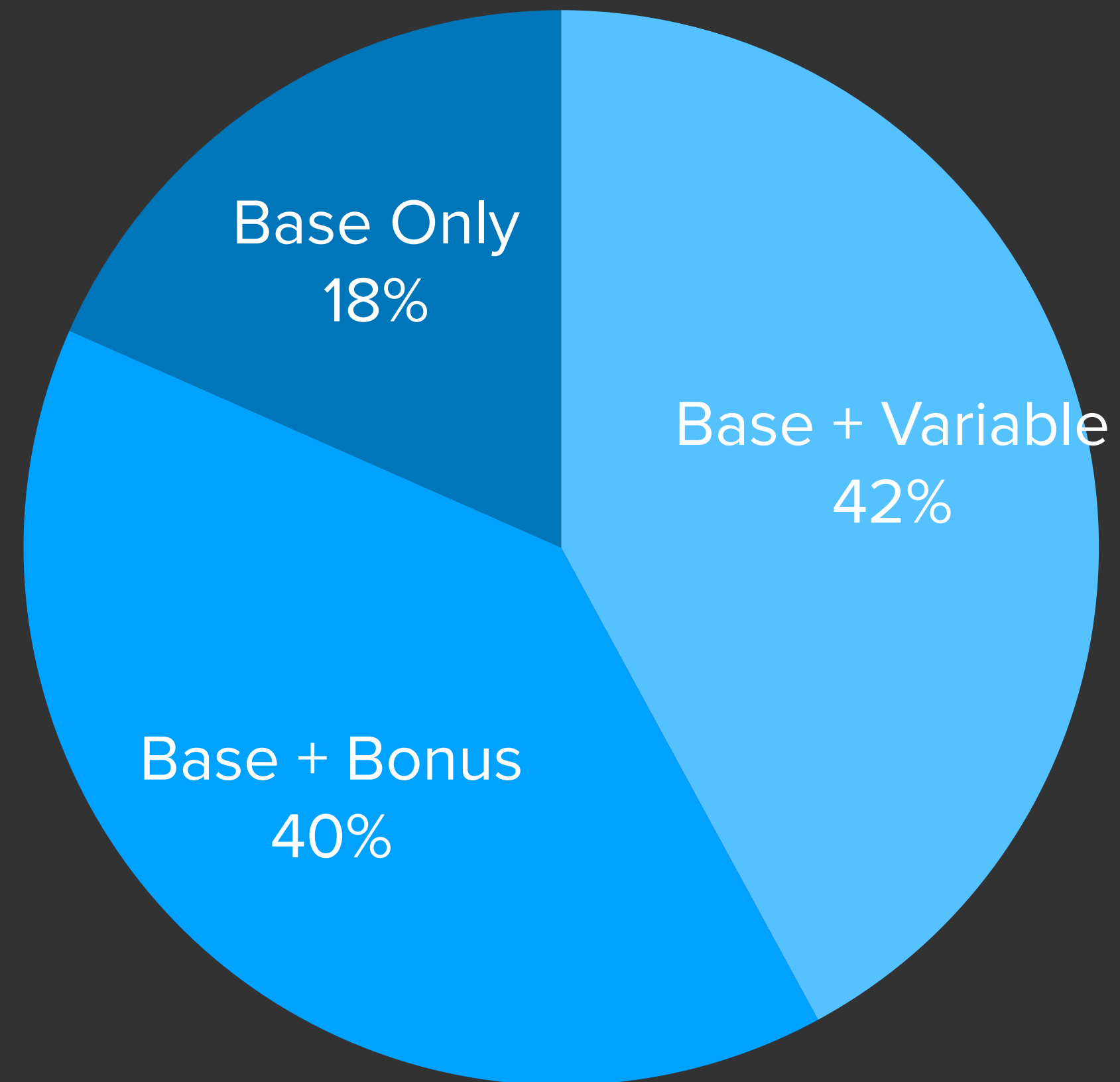




SALARY & EXPERIENCE COMPARISONS

Title	Avg. Salary	# Years Experience
Customer Success Practitioner	\$89,176.47	5.0
Manager	\$98,000.00	6.1
Director	\$141,406.02	8.5
VP	\$190,714.29	11.5
CXO	\$188,142.86	13.0

COMPENSATION PLANS



Base / Variable Split

70% / 30%	8%
75% / 25%	7%
80% / 20%	29%
85% / 15%	18%
90% / 10%	38%



COMPENSATION VARIABLES

1 Net Revenue Retention (NRR)

2 Revenue Growth/Expansion

3 Gross Revenue Retention (GRR)

4 CSM Activities

5 Usage / Adoption

6 NPS



TYPICAL BOOK OF BUSINESS

Clients Managed



104

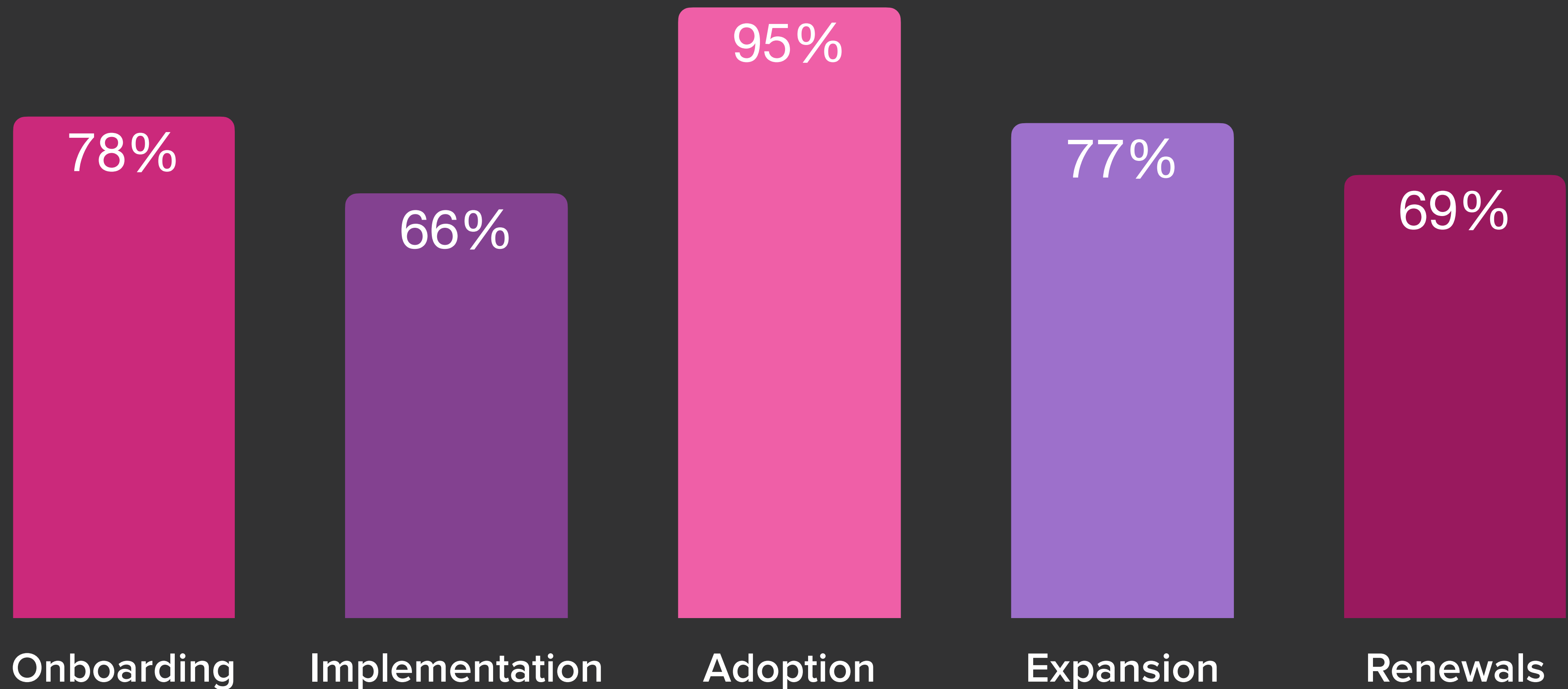
Book of Business



\$1.72M

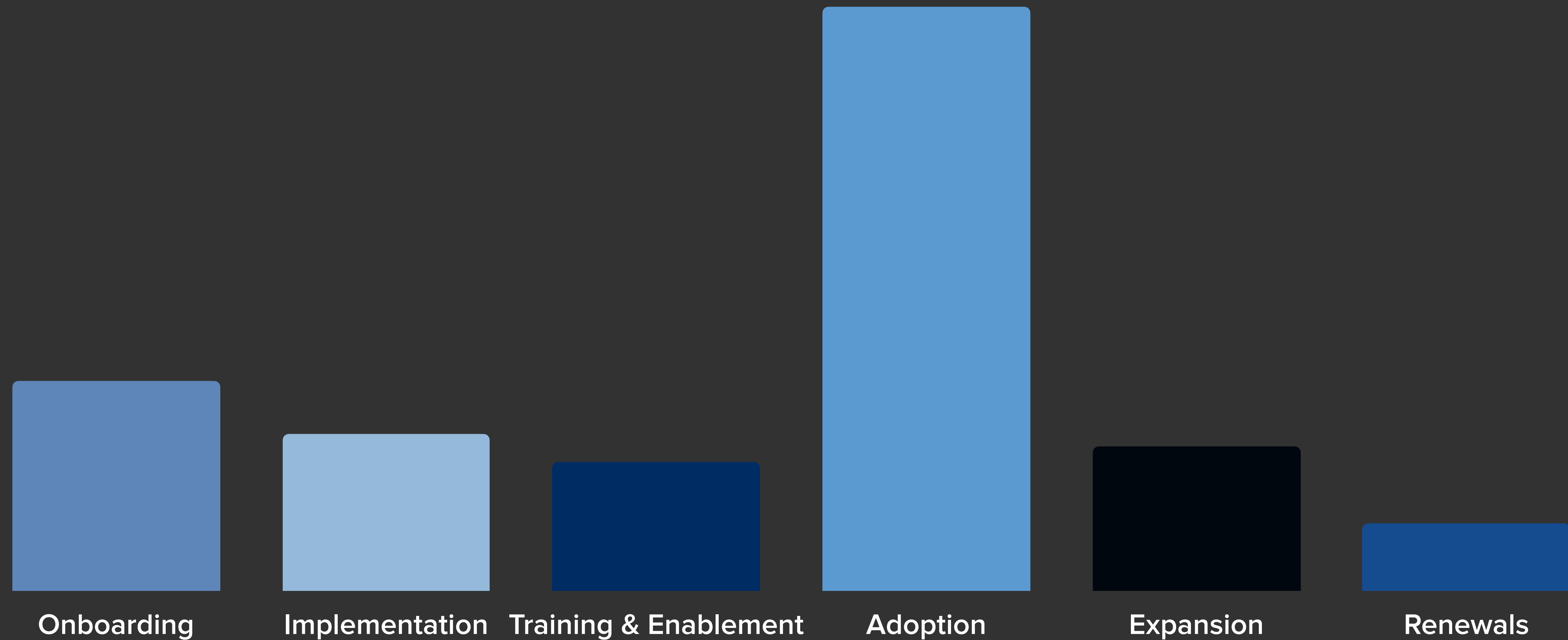


CS TEAM IS RESPONSIBLE FOR

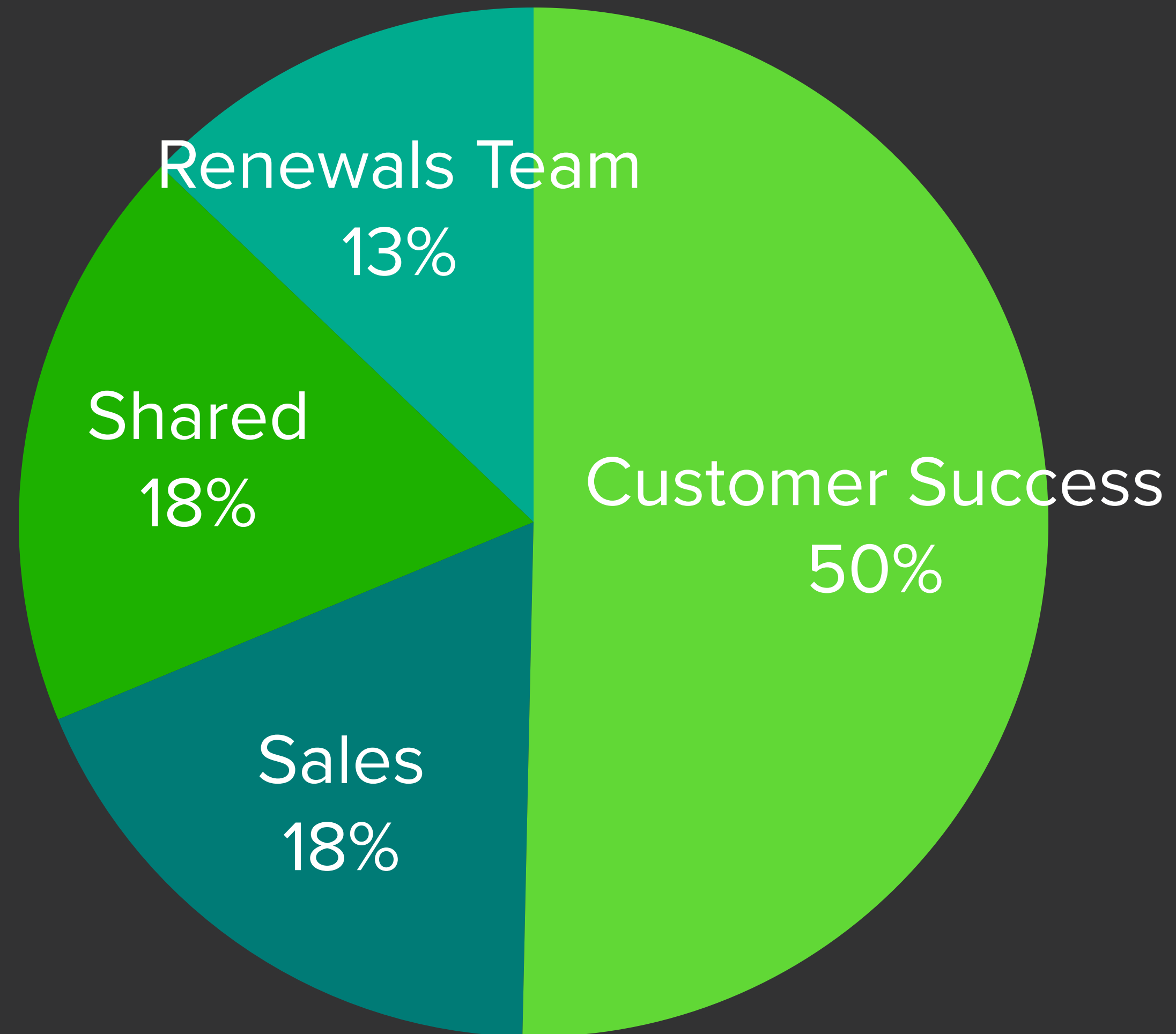




WHERE CSMS SPEND MOST OF THEIR TIME



WHO OWNS THE RENEWAL?



WHO IS INVOLVED IN EXPANSION OPPORTUNITIES?

CUSTOMER
SUCCESS
TEAM

74%

SALES
TEAM

58%

DEDICATED
EXPANSION
TEAM

9%

RENEWALS
TEAM

9%



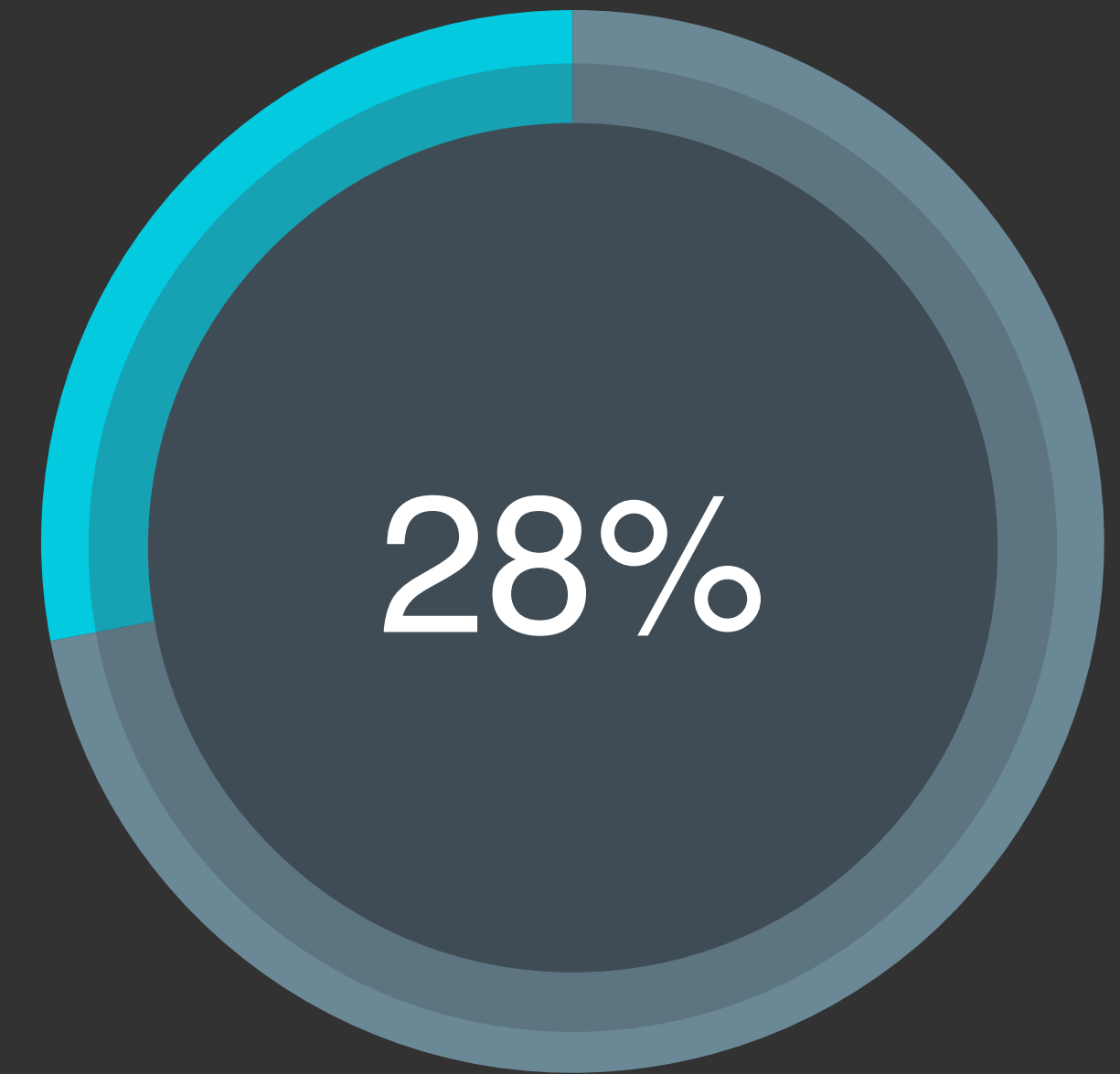
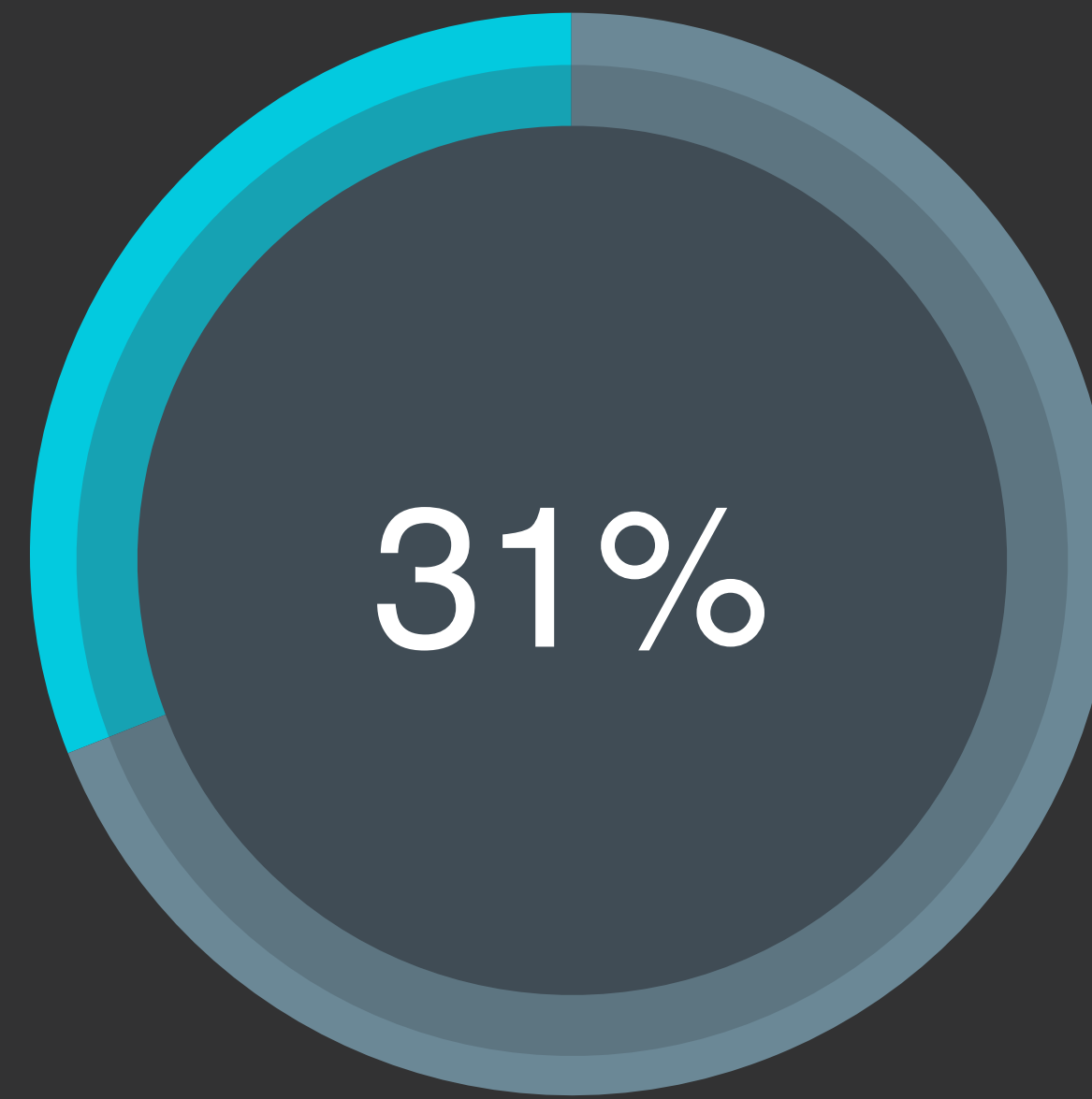
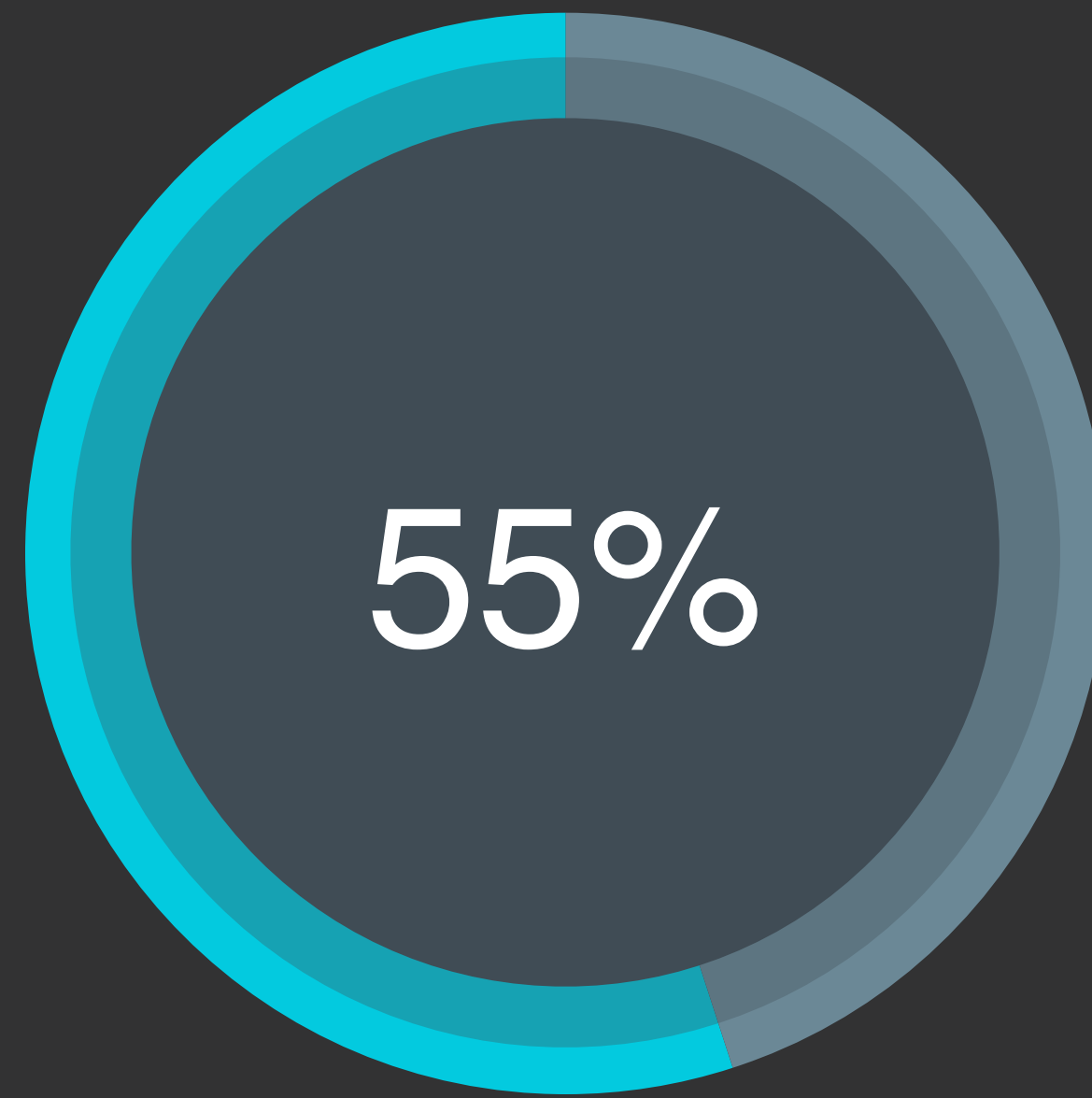
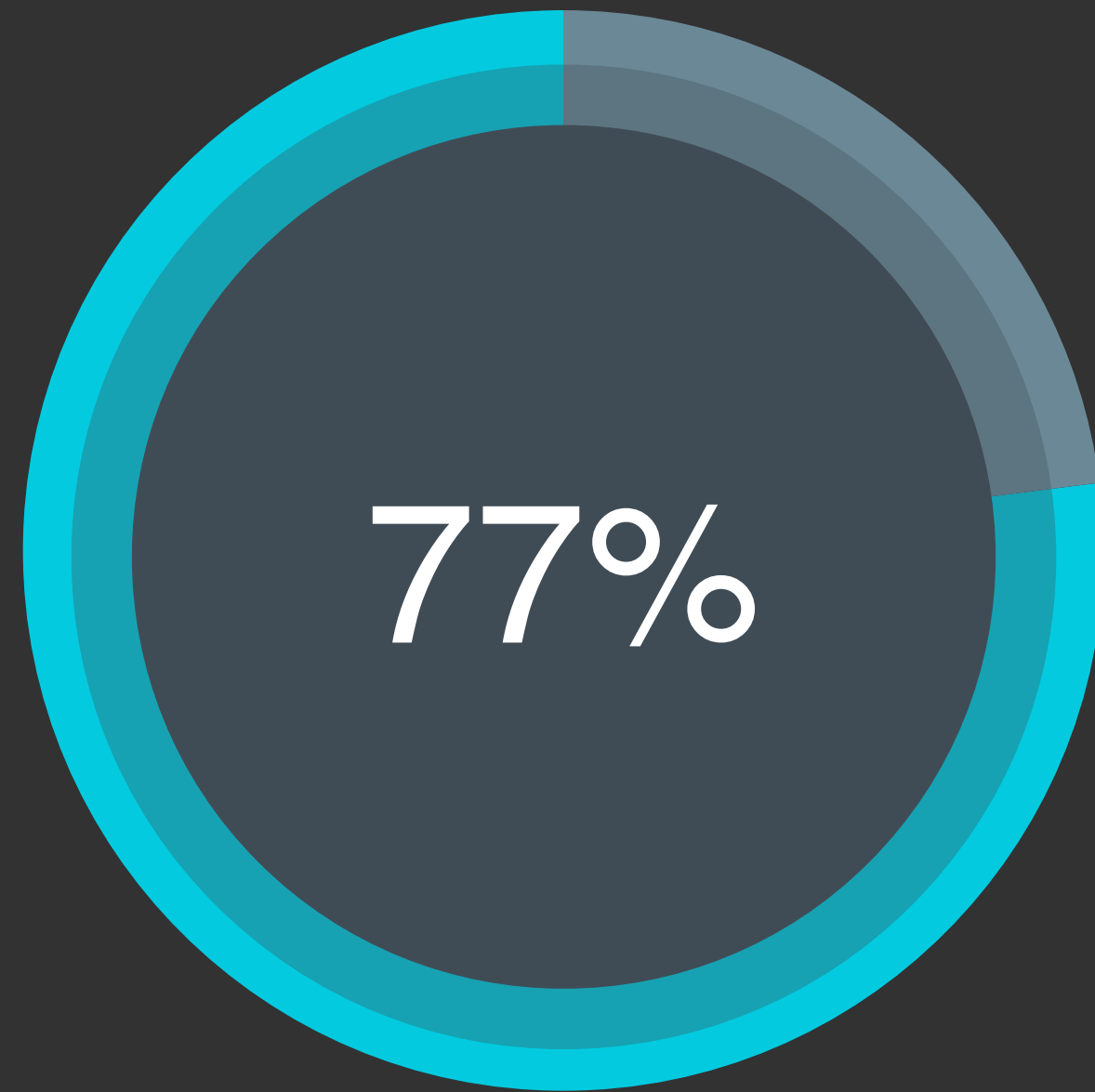
CUSTOMER ENGAGEMENT TYPES

HIGH TOUCH

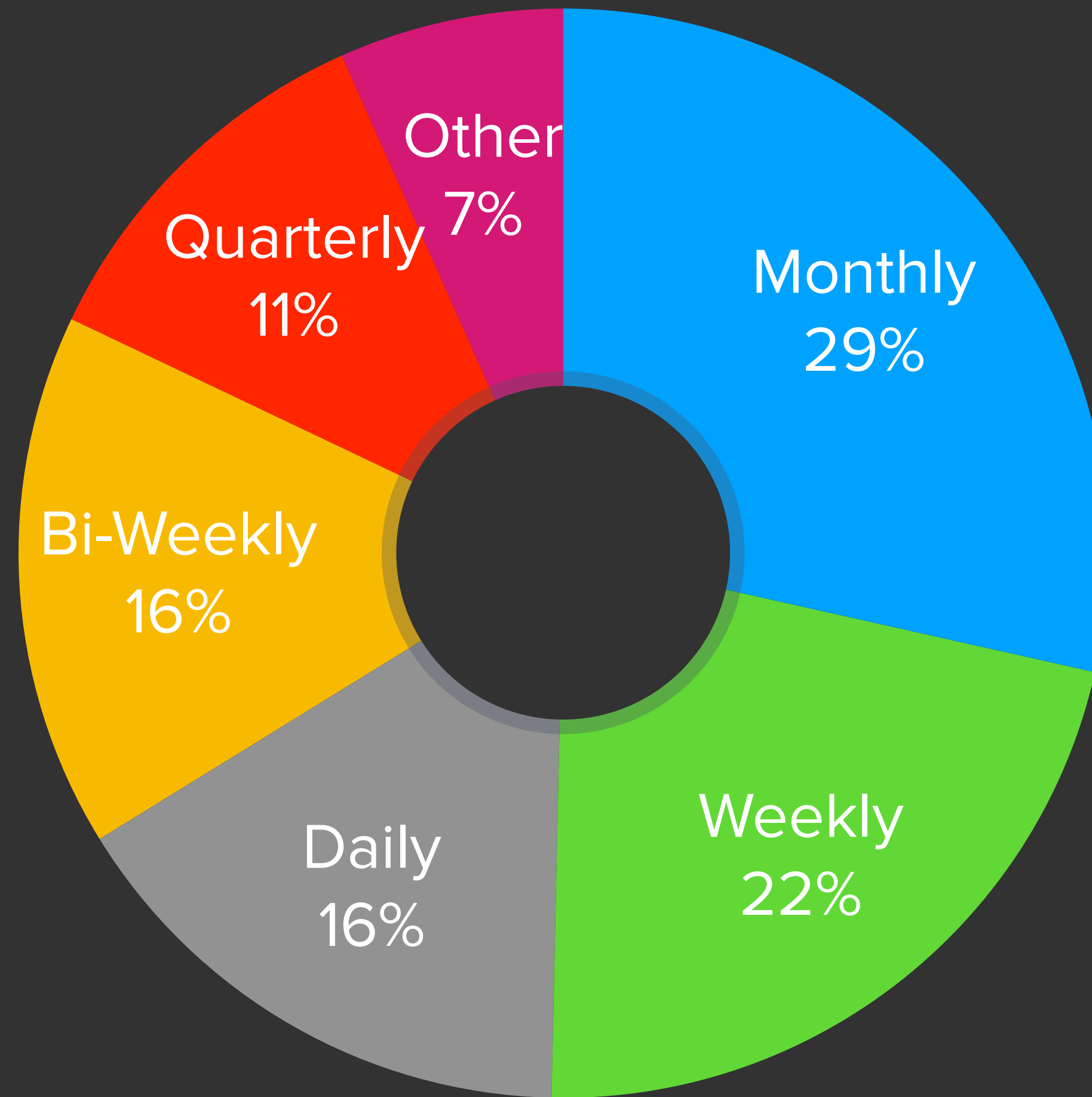
MEDIUM TOUCH

LOW TOUCH

TECH TOUCH



HOW OFTEN ARE YOU TALKING WITH YOUR CLIENTS?

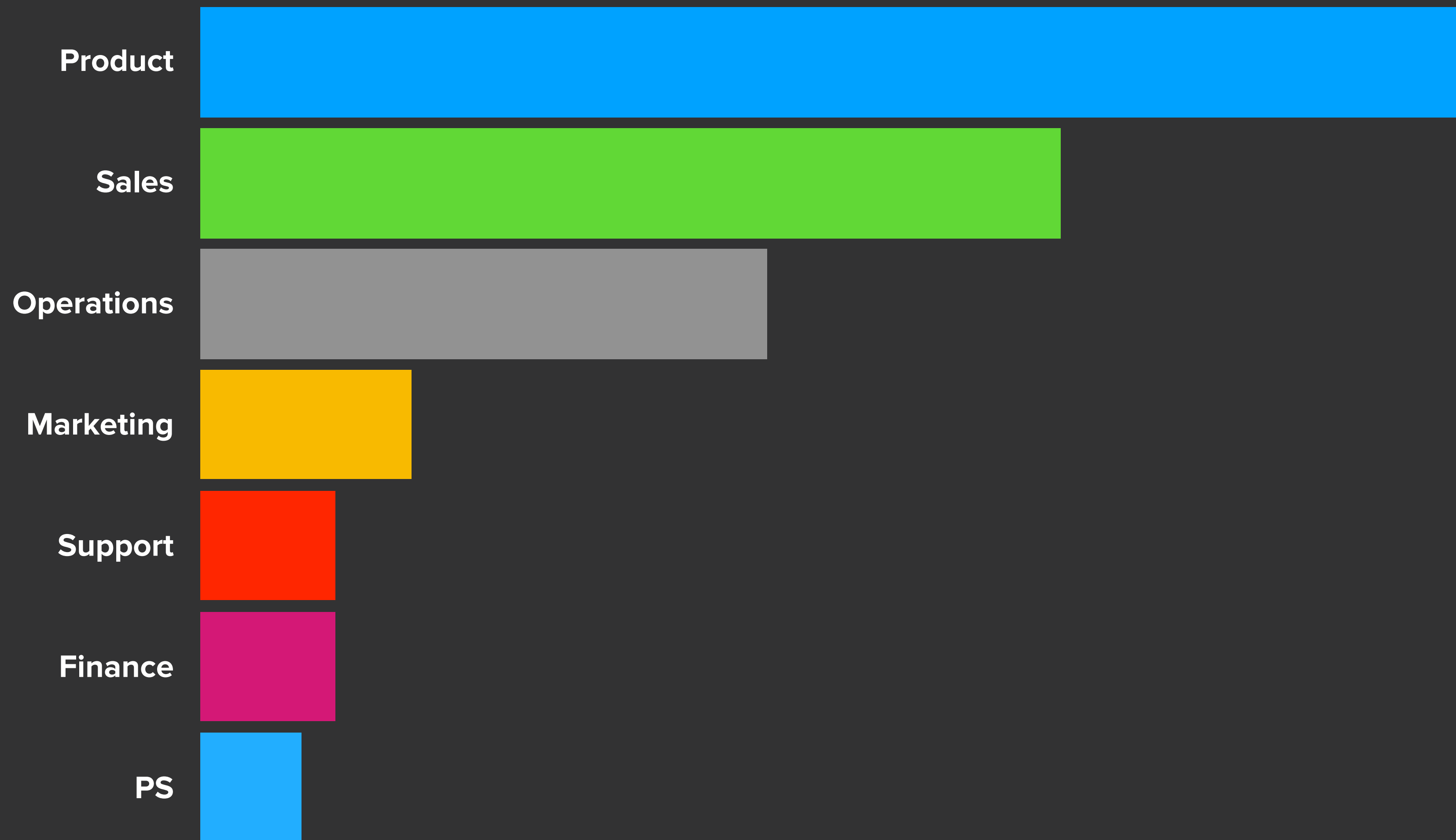




TOP KPIs CS TEAM IS RESPONSIBLE FOR

- 1** RENEWALS
- 2** PRODUCT USAGE/ADOPTION
- 3** NET REVENUE RETENTION
- 4** CUSTOMER ENGAGEMENT
- 5** CUSTOMER GOALS/OBJECTIVES
- 6** EXPANSION
- 7** NPS
- 8** LOGO RETENTION
- 9** CUSTOMER ADVOCACY
- 10** CSAT

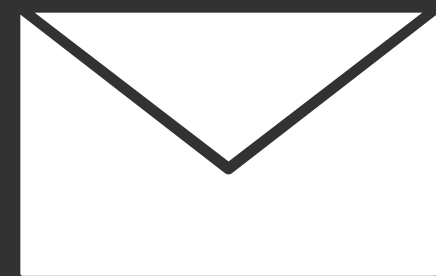
WHICH TEAMS DO YOU RELY ON MOST FOR YOUR SUCCESS





TOP TOOLS USED BY CS PROFESSIONALS

OTHER THAN THEIR CUSTOMER SUCCESS PLATFORM



INTERCOM



Microsoft Teams



Basecamp[®]



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WHAT ARE COMPANIES INVESTING IN?

Outside Consultants

Onboarding Experience

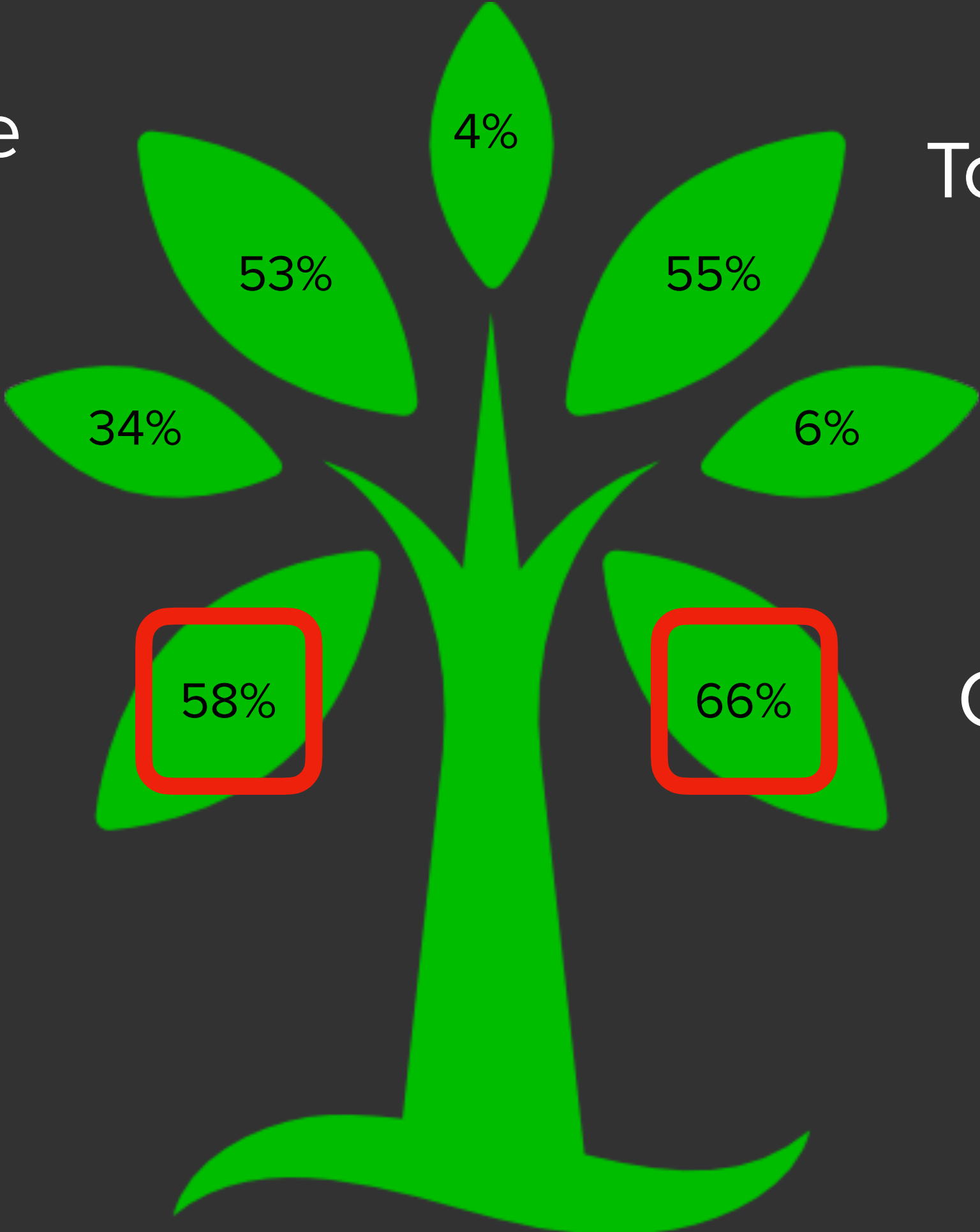
Tools/Technology

Specialized Teams

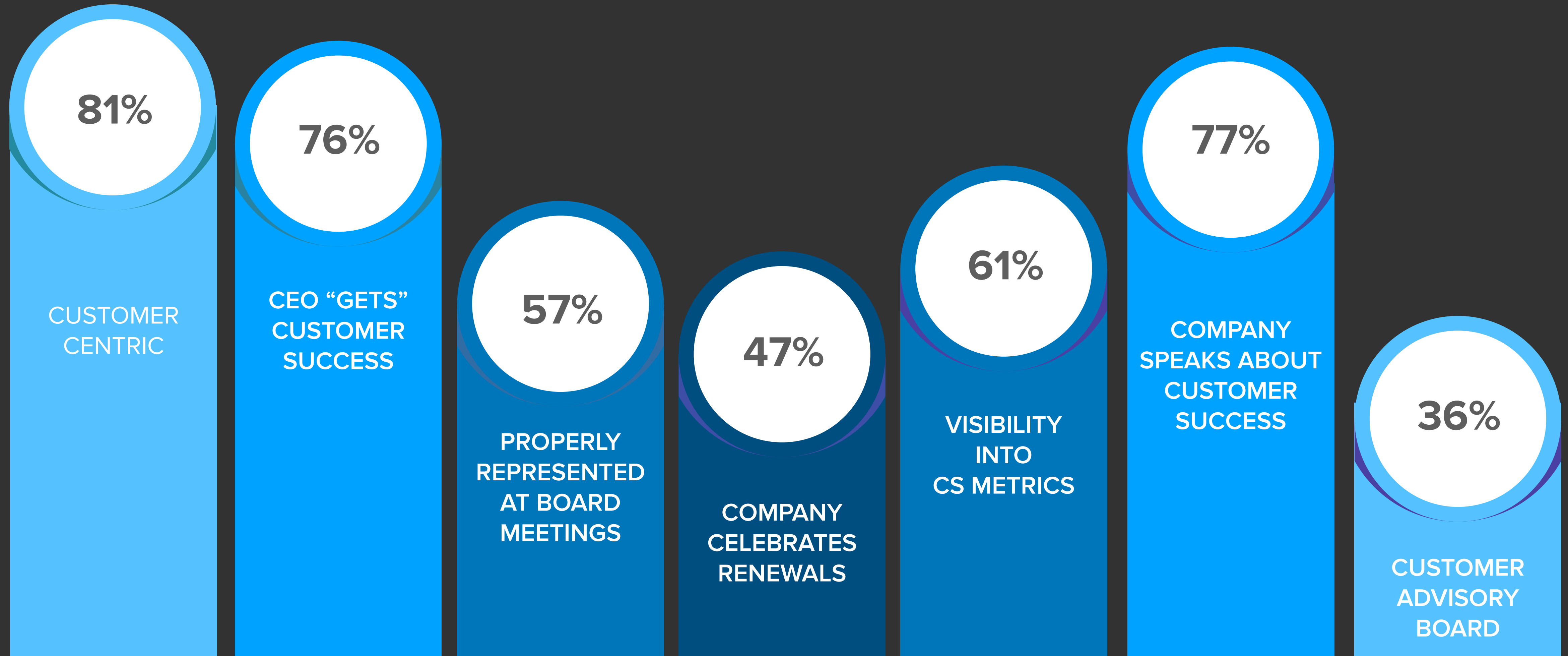
Other Items

Headcount

Overall Customer Experience

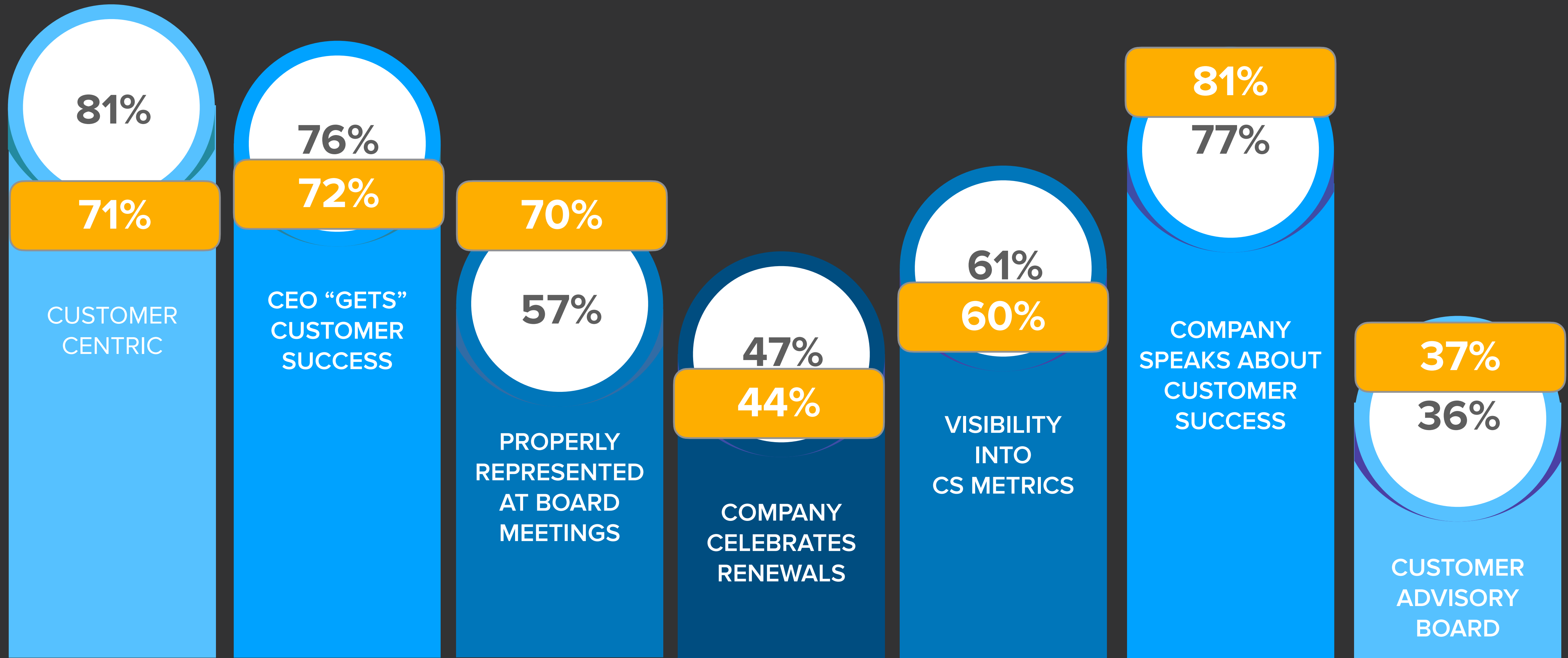


CUSTOMER SUCCESS AS A CULTURE





CUSTOMER SUCCESS AS A CULTURE



2021



2020



client **success**



2021



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