

2020



**THE STATE OF
CUSTOMER SUCCESS**

sponsored by: client**success**

SURVEY PARTICIPANTS



411 CS Professionals

347 Companies

31 Countries



CUSTOMER SUCCESS TEAMS

58% of Teams Grew in the Past 6 Months

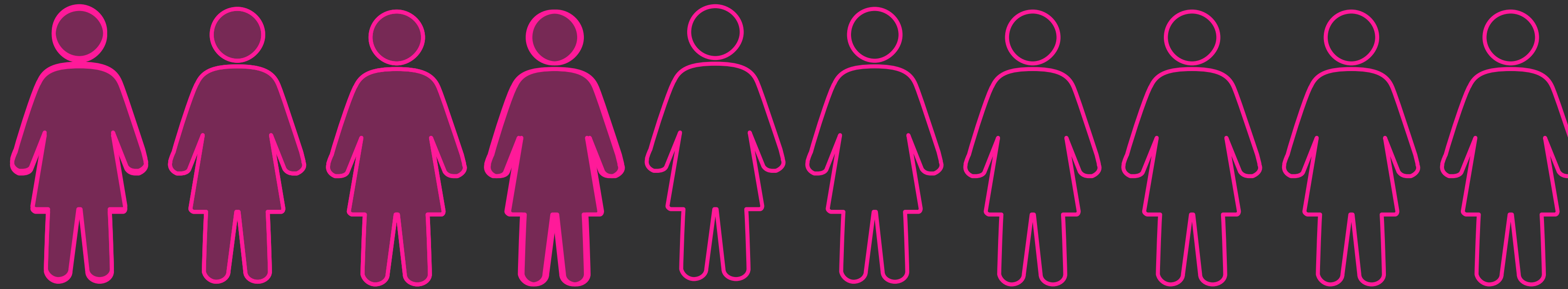
100+ Employees:
5% of Total Employees



<100 Employees:
14% of Total Employees

WOMEN IN CUSTOMER SUCCESS

Customer Success Managers



44%

Customer Success Leaders



35%





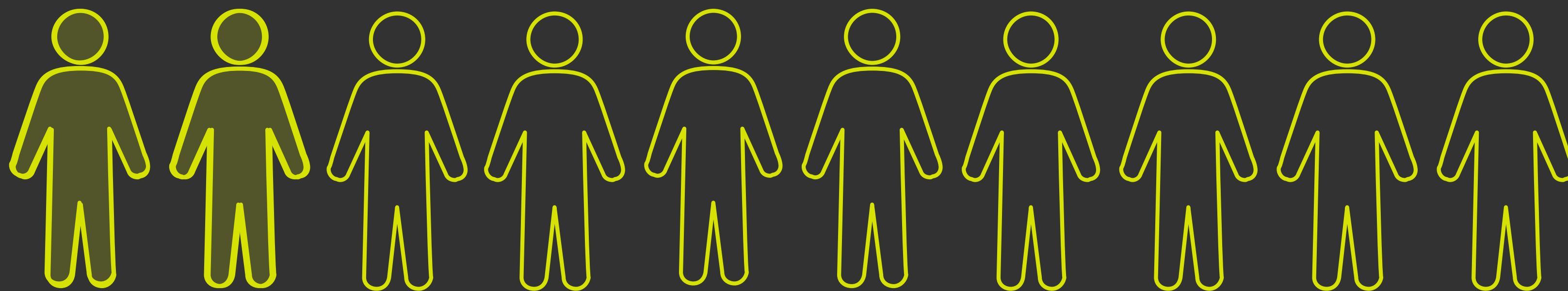
PEOPLE OF COLOR IN CUSTOMER SUCCESS

Customer Success Managers



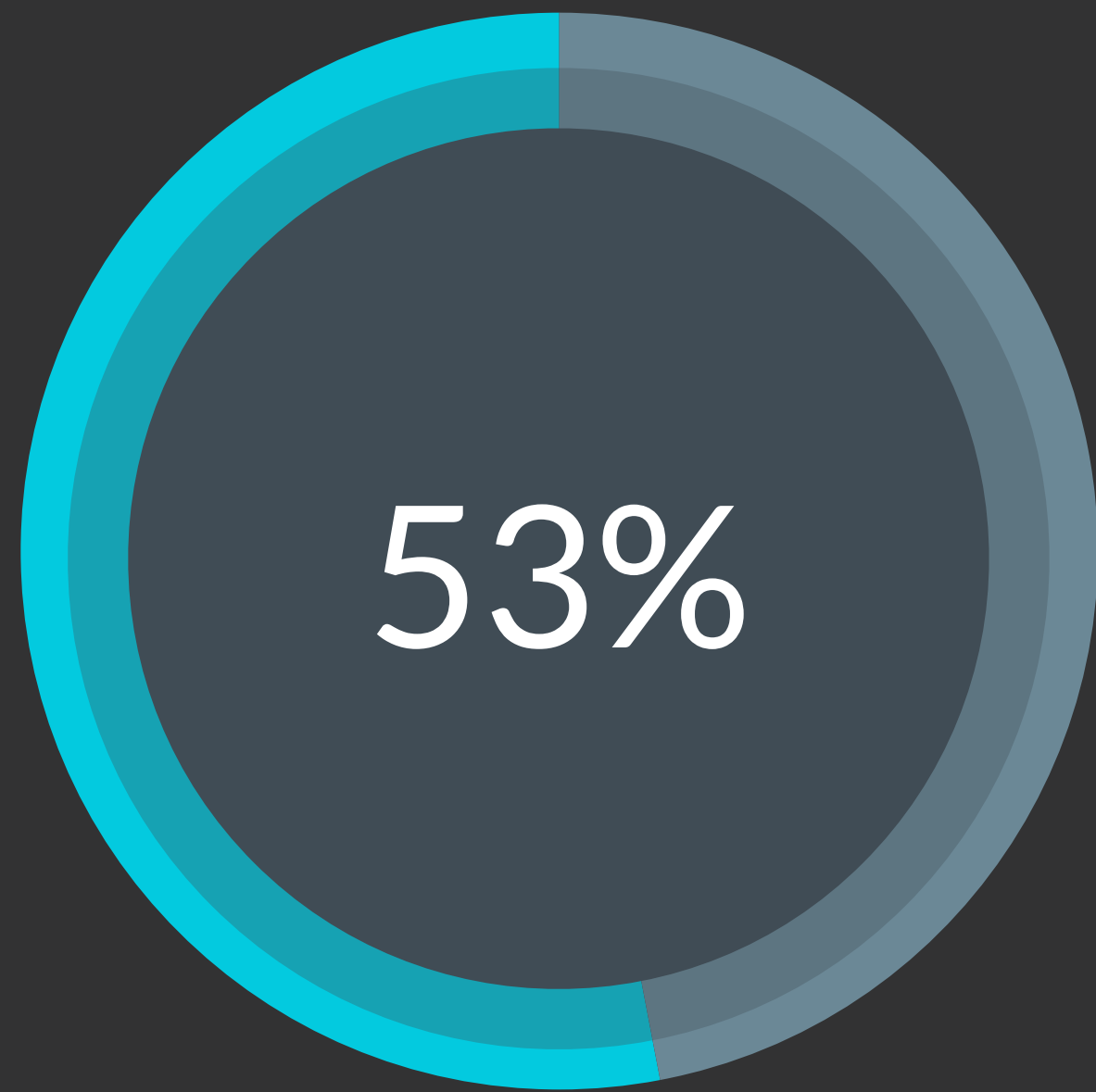
12%

Customer Success Leaders

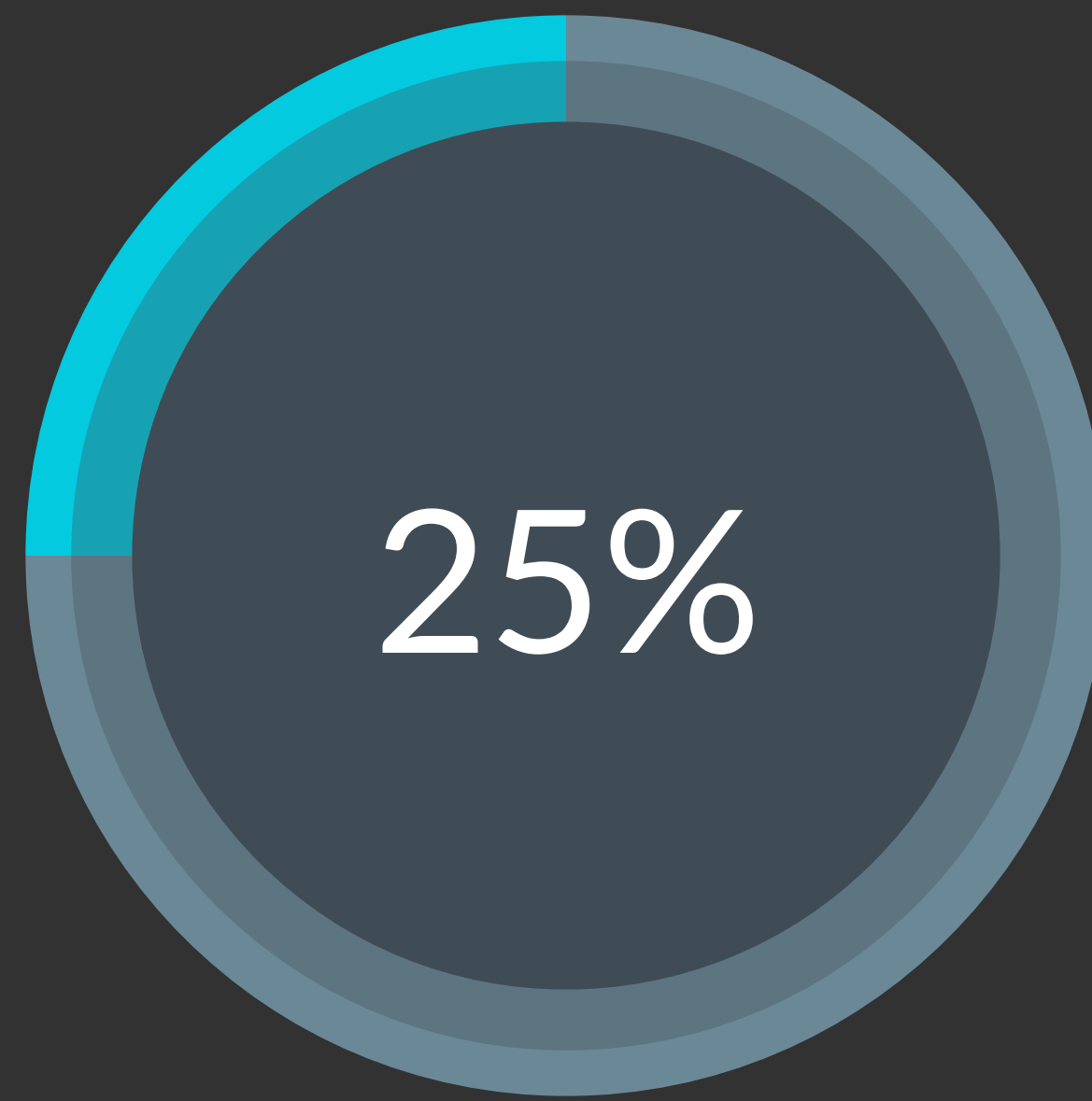


17%

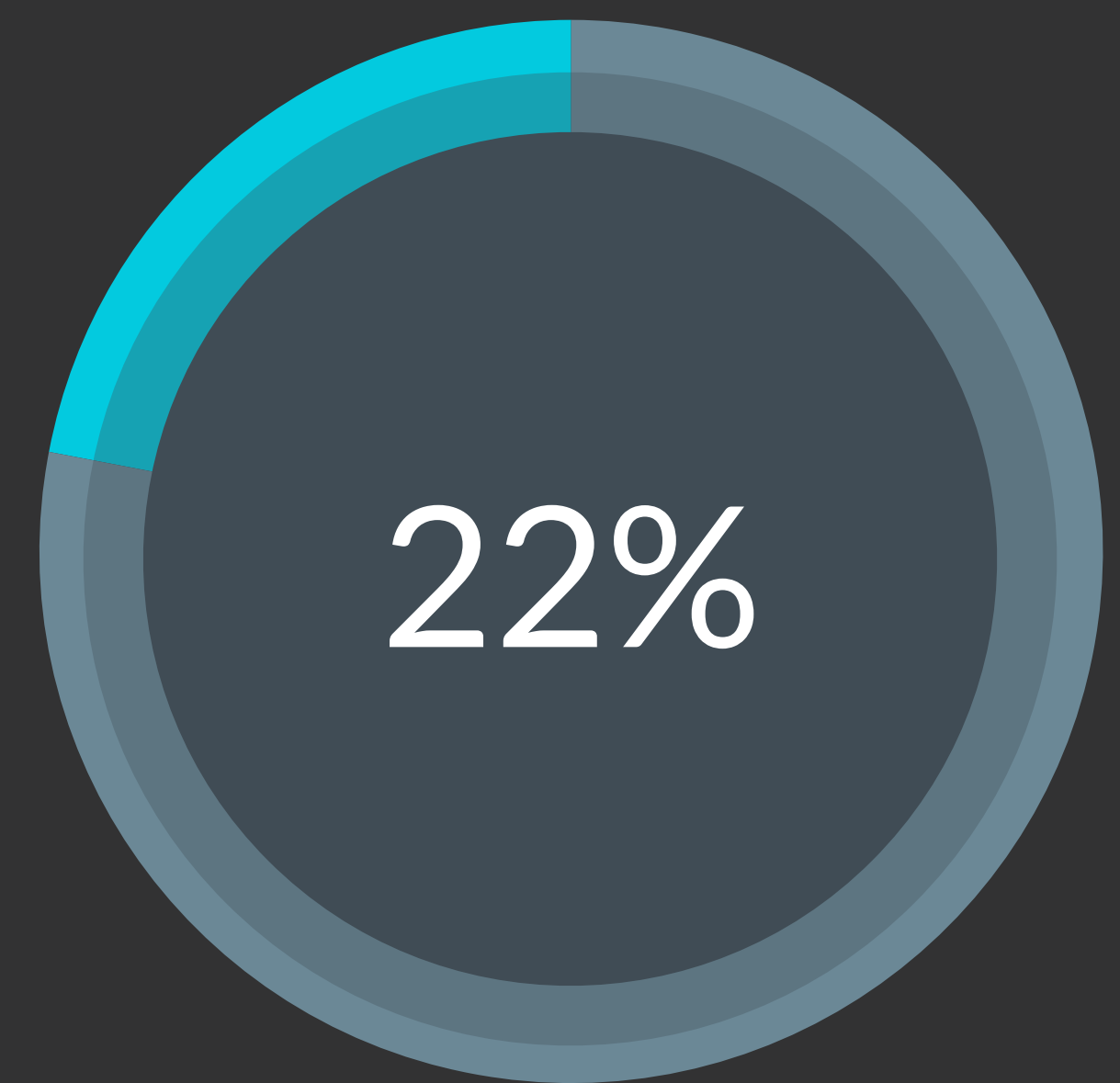
PAY STRUCTURE MODELS



BASE + BONUS



BASE ONLY

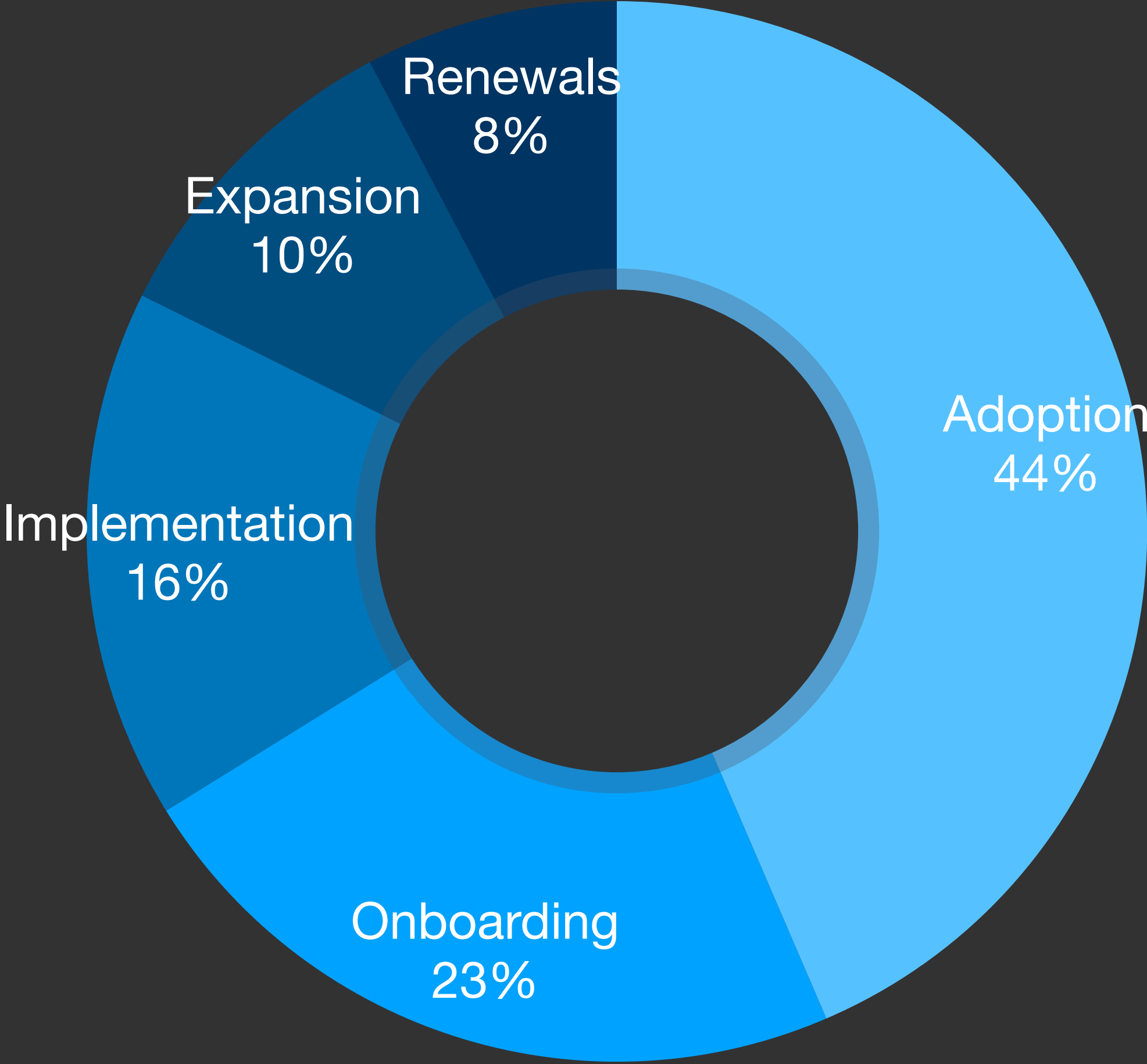


BASE + COMMISSION

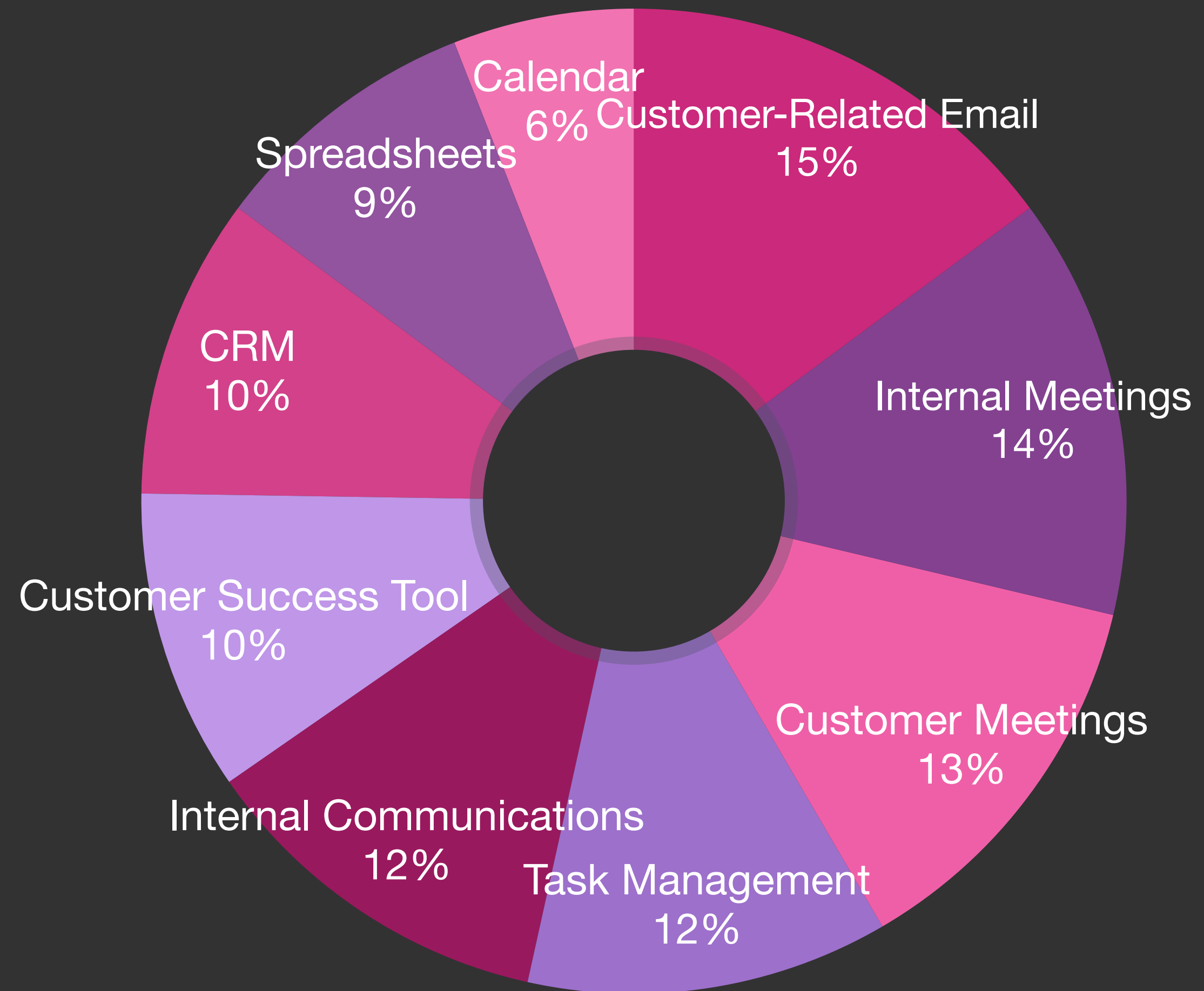




WHERE CSMS SPEND MOST OF THEIR TIME



WHERE CSMS SPEND MOST OF THEIR TIME



CUSTOMER ENGAGEMENT TYPES

HIGH TOUCH

70%



MEDIUM TOUCH

50%



LOW TOUCH

20%



22% of Organizations also had a “Tech Touch”



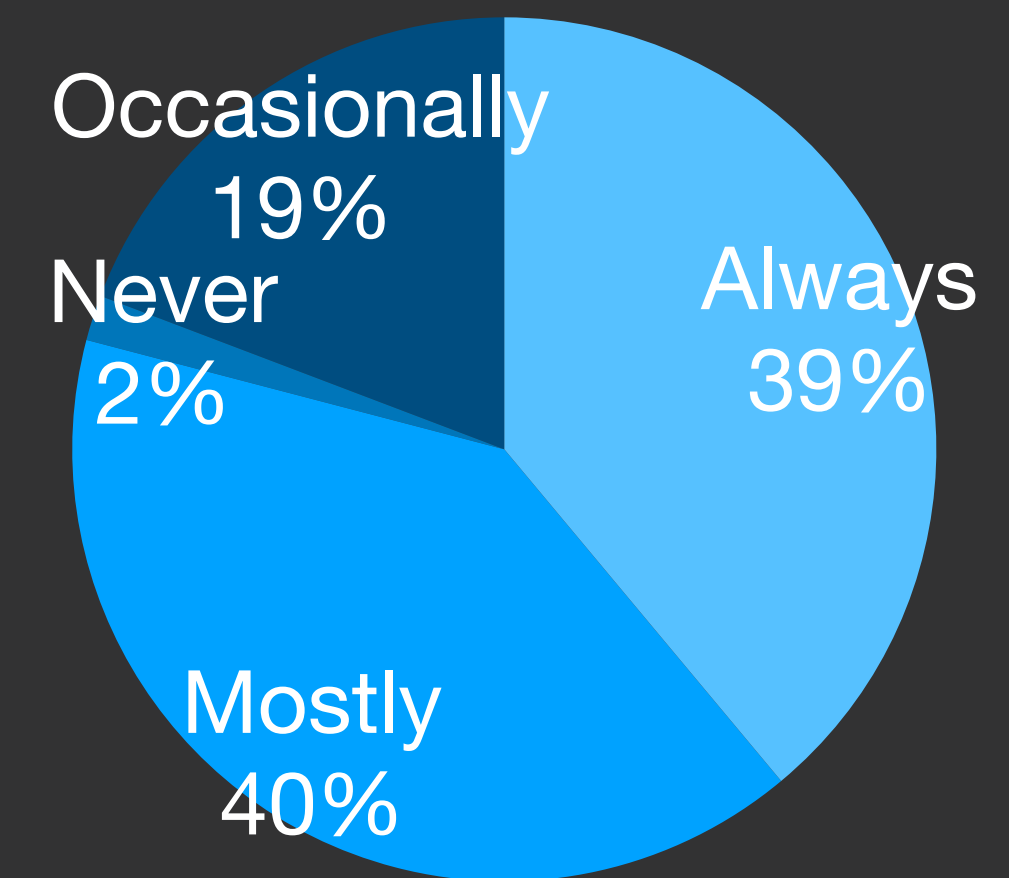
COMMUNICATION TRENDS



28% Use Text



98% Use Video Conferencing

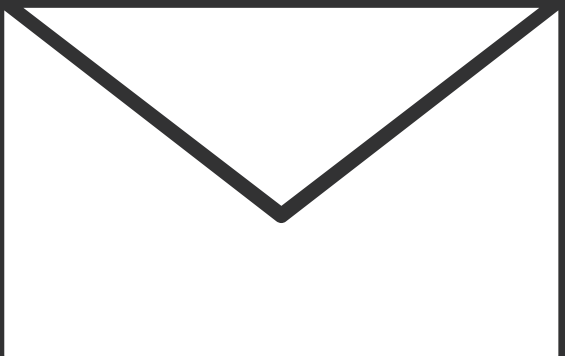




TOP TOOLS USED BY CS PROFESSIONALS



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INTERCOM



Microsoft Teams

clientsuccess



KEY PERFORMANCE INDICATORS

1 Net Renewal / Churn

2 User / Adoption

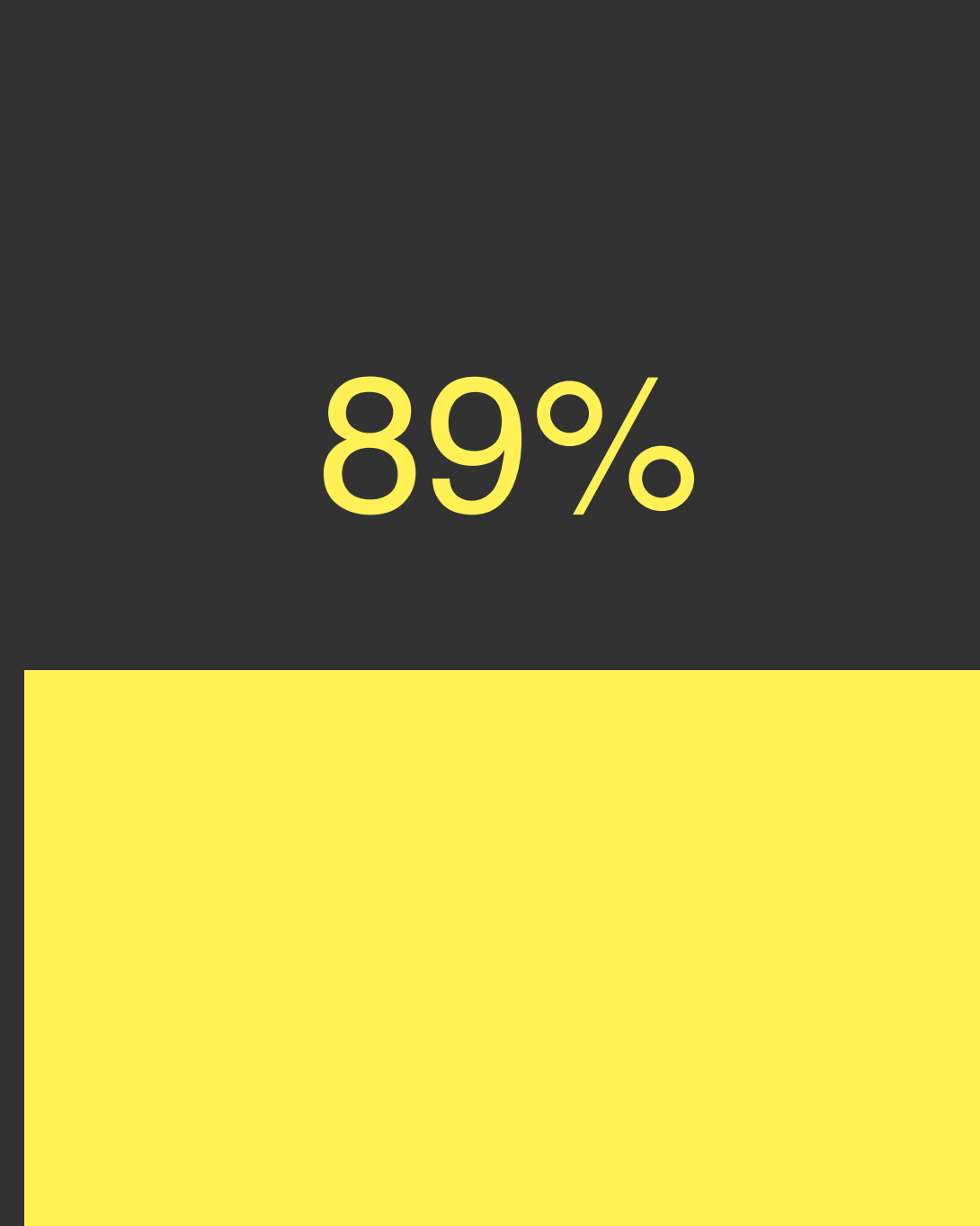
3 Customer Outcomes

4 Expansion Revenue

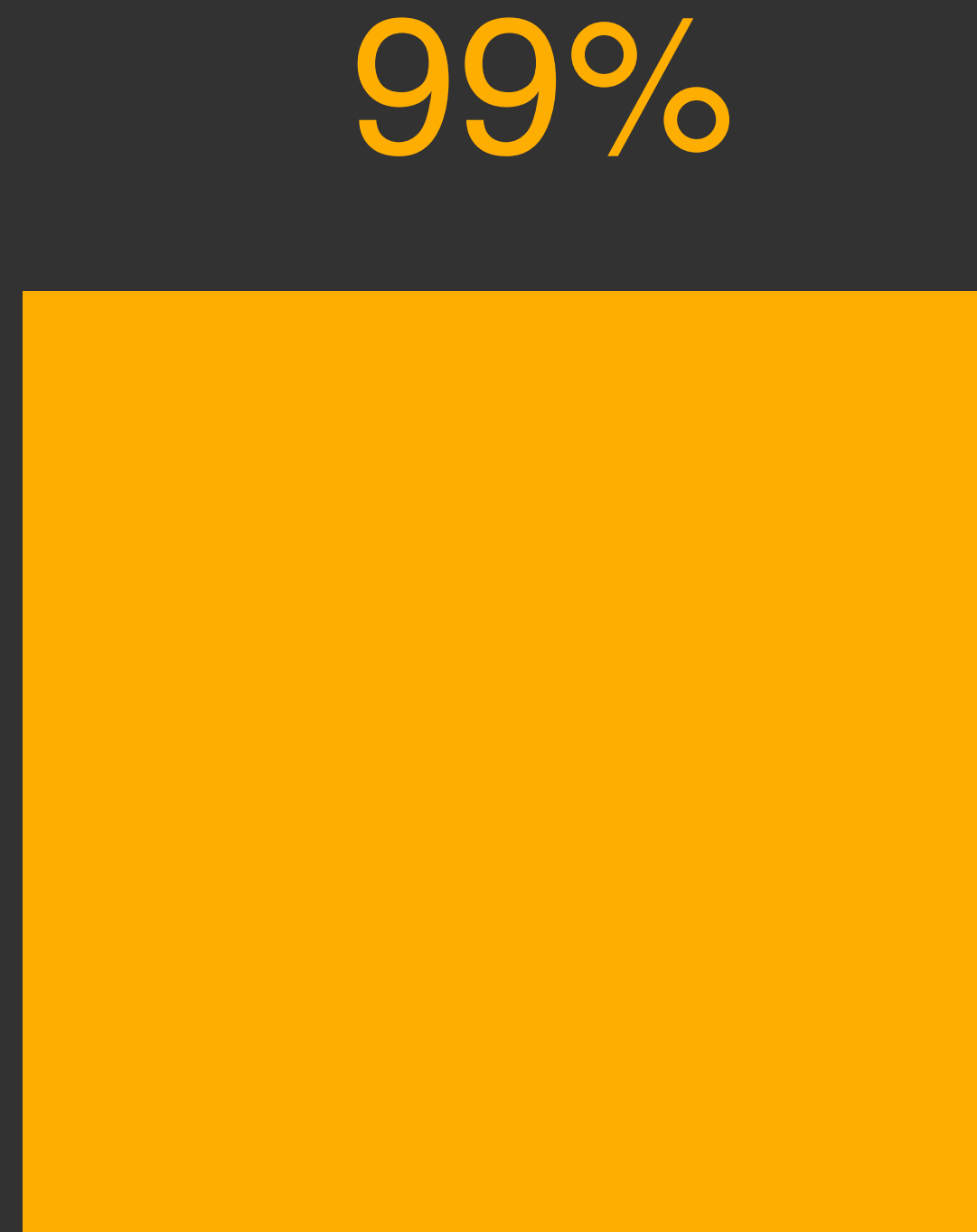
5 Gross Renewal / Churn

6 NPS

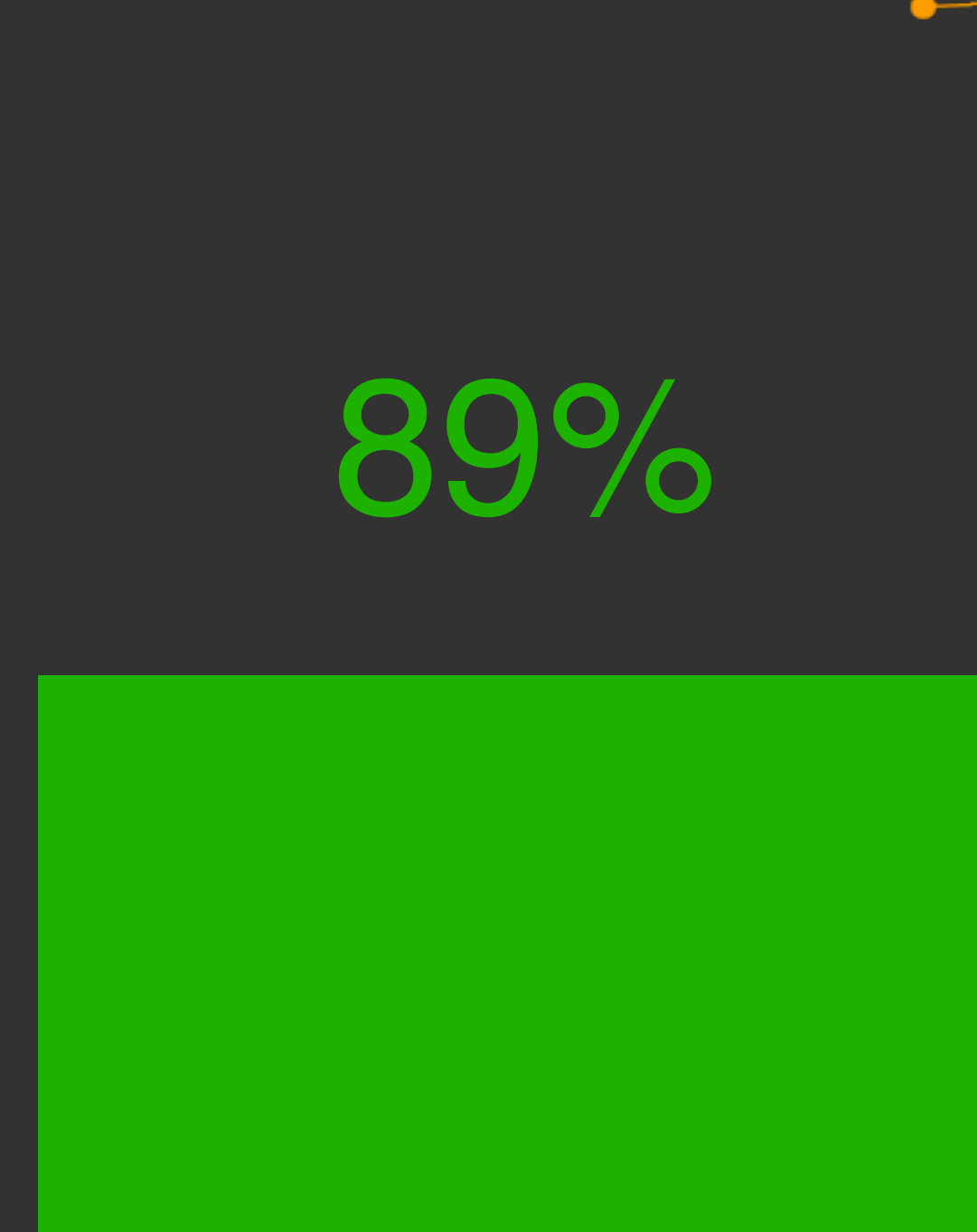
AVERAGE RETENTION RATES



GROSS
RETENTION RATE

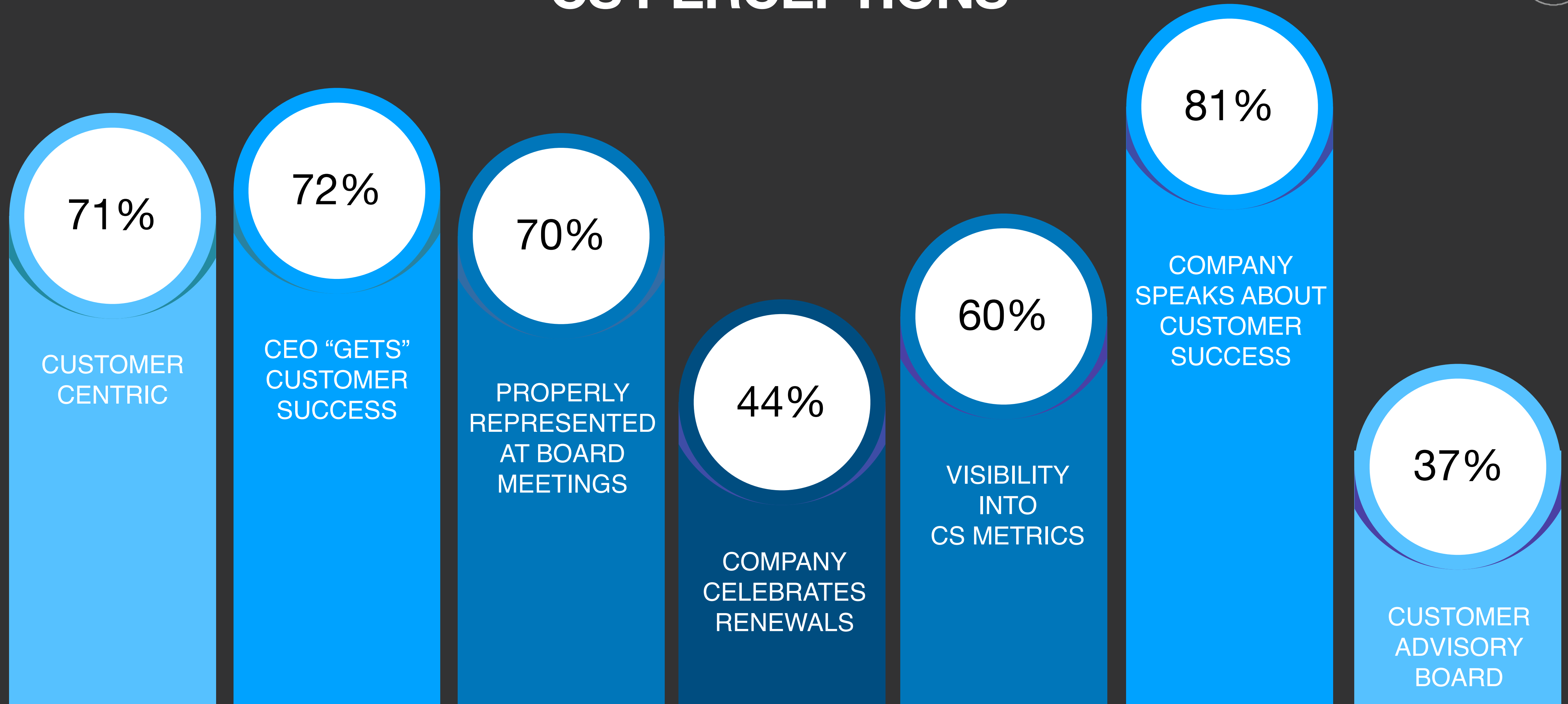


NET
RETENTION RATE



LOGO
RETENTION RATE

CS PERCEPTIONS





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