

CUSTOMER SUCCESS REPORT

Presented by [Trustfuel](#)

Zero	INTRODUCTION	02
One	JOB TITLES	05
Two	TEAM SIZE	09
Three	CHALLENGES	12
Four	GOALS	15

INTRODUCTION

As customer-centric businesses increasingly take center stage, it has become clear that companies who focus on customer success are the ones who flourish.

In mid-2016 Trustfuel surveyed more than 270 professionals actively working in customer success. The survey explored organizational goals, challenges, team demographics and more. This report contains the results of that survey.

Presented by [Trustfuel](#) :)

Zero

**“IT’S EASIER TO LOVE A BRAND WHEN
THE BRAND LOVES YOU BACK.”**

Seth Godin, Best-Selling Author

JOB TITLES

Customer success or client success? As the market for post-sale professionals grow, we take a look at how we describe our profession.

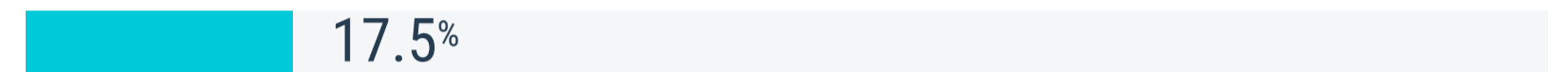
MOST CUSTOMER SUCCESS PROFESSIONALS REFER TO THEMSELVES AS CUSTOMER SUCCESS MANAGERS.

Of the 271 surveyed 44 percent of customer success professionals said their job title was Customer Success Manager. The second most common job title was Director of Customer Success at 17.5 percent.

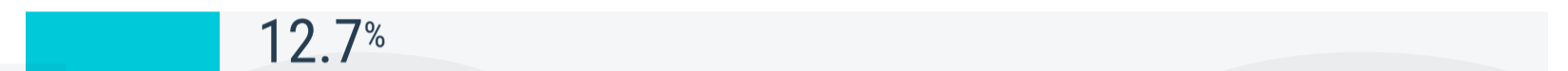
Customer Success Manager



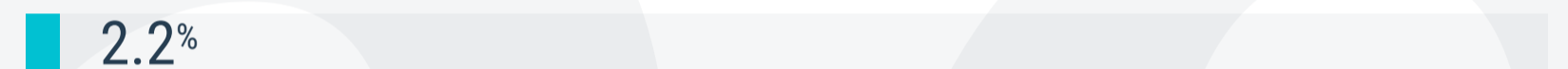
Director of Customer Success



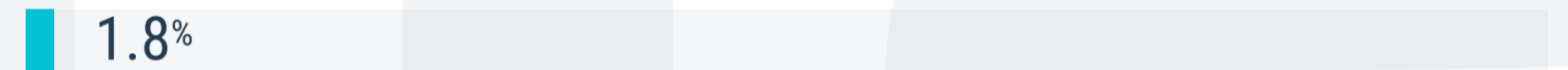
VP of Customer Success



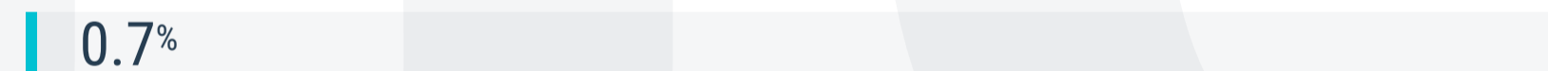
Chief Customer Officer



Client Success Manager



Customer Success Specialist



Other



ALTERNATIVE JOB TITLES INCLUDED ACCOUNT MANAGER, CUSTOMER HAPPINESS AND HUGGER.

Approximately 20.7 percent of customer success professionals held job titles other than the options our survey provided. Some are listed to the right.

Client Success Partner

Account Manager

Client Value Specialist

Customer Success Ops Manager

Implementation Specialist

Senior Customer Success Manager

Director of Customer Happiness

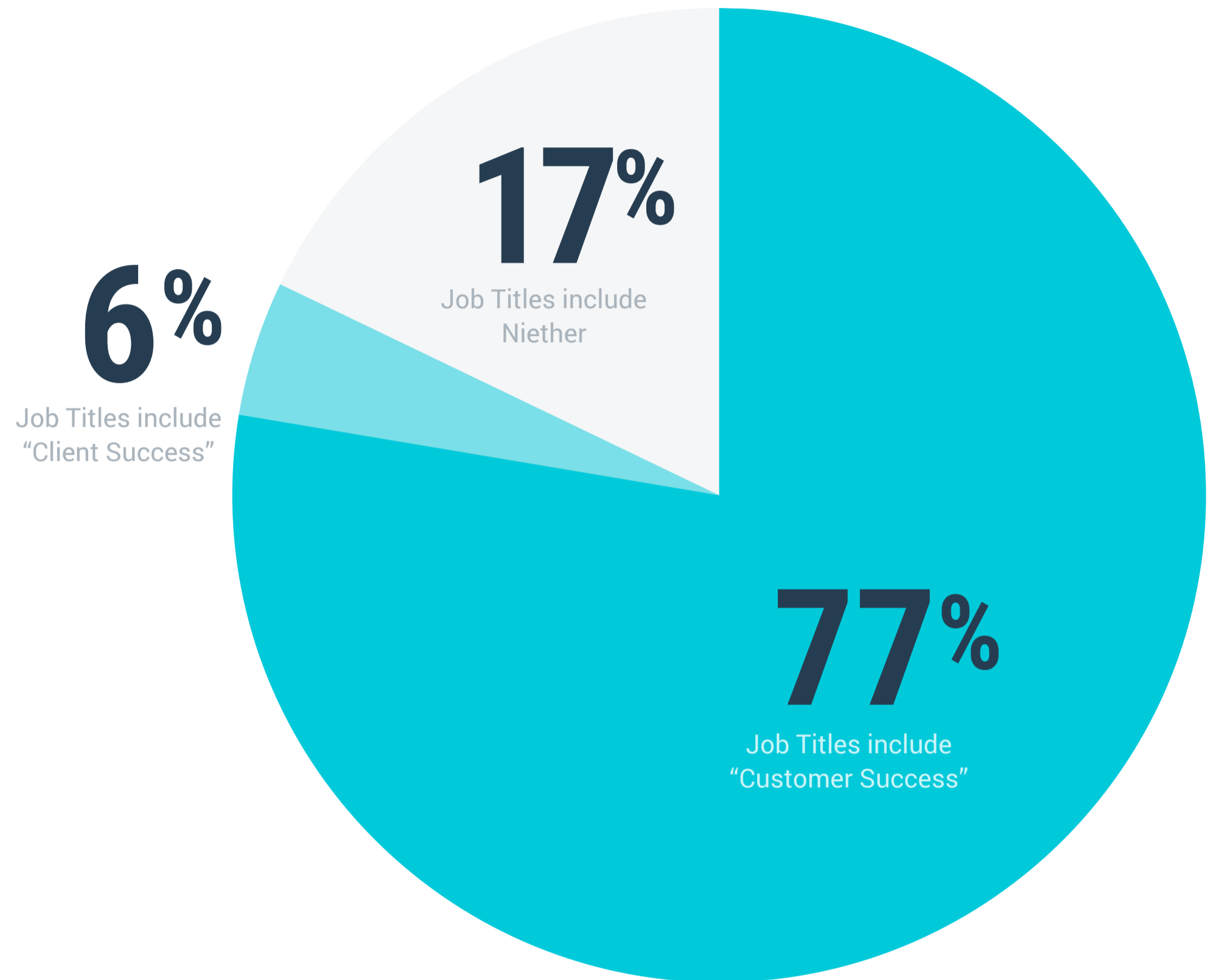
Client Strategy Specialist

Client Advocate

Hugger

CUSTOMER SUCCESS IS INCLUDED IN 77 PERCENT OF JOB TITLES, WHILE CLIENT SUCCESS IN JUST 6 PERCENT.

Being included in more than three quarters of all job titles, customer success is the dominant nomenclature. This pattern aligns well with the postings we see through the [Trustfuel Job Board](#).



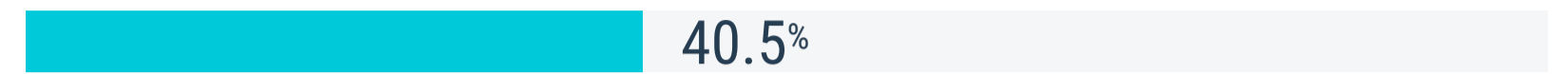
TEAM SIZE

What's the average size of a customer success team? Are customer success professionals working in large teams or on their own?

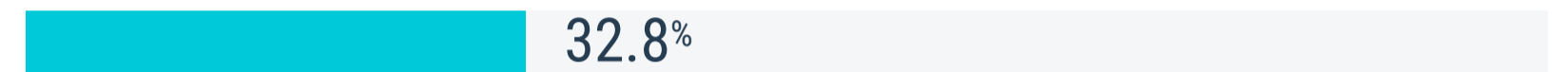
MANY CUSTOMER SUCCESS PROFESSIONALS WORK IN TEAMS OF FIVE OR LESS.

Approximately 73 percent of those surveyed said they work in customer success teams with 10 or less people.

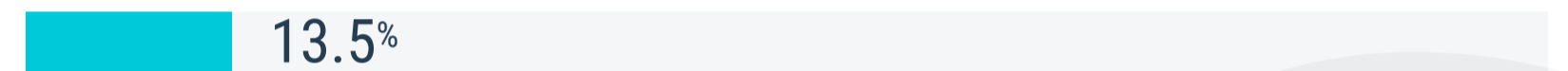
1 to 5 Team Members



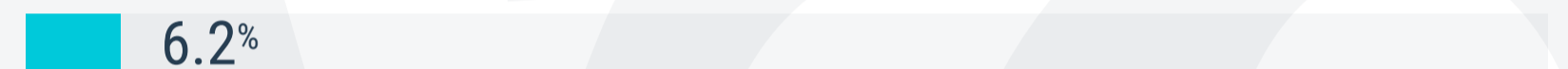
6 to 10 Team Members



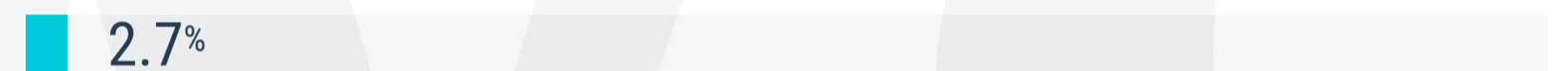
11 to 15 Team Members



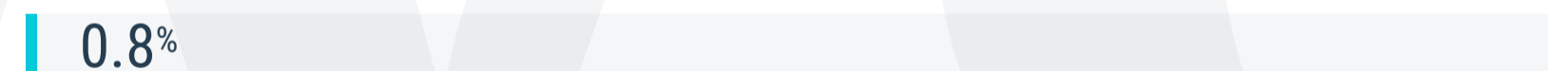
16 to 20 Team Members



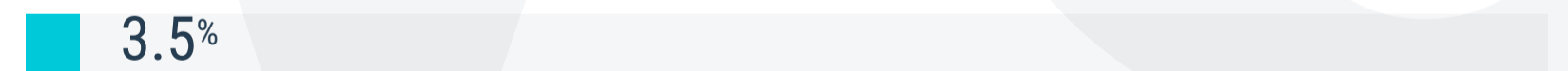
21 to 25 Team Members



26 to 30 Team Members



31 or More Team Members



WHILE MOST TEAMS ARE SMALL, RELATIVELY FEW CUSTOMER SUCCESS PROFESSIONALS ARE LONE WOLVES.

The most common team size was 3 people, which made up 11.5 percent of our responses. Only 4.6 percent said that they worked alone.

4.6% **The Lone Wolf**
CS Teams of One

8.8% **Two is Better Than One**
CS Teams of Two

11.5% **Three is a Party**
CS Teams of Three

7.3% **Four is More**
CS Teams of Four

7.3% **Five is Also More**
CS Teams of Five

CHALLENGES

Scaling processes or monitoring customer health? We take a look at the biggest challenges facing customer success professionals.

MONITORING CUSTOMER HEALTH, SCALING PROCESSES AND BECOMING PROACTIVE ARE TOP OF MIND.

More than half of customer success professionals that responded to the survey said that monitoring and defining customer health was among their top challenges. Scaling CS processes and becoming more proactive followed closely.



52.6%
Monitoring, Defining
Customer Health



38.6%
Scaling Processes



34.8%
Adopting a Proactive
Approach



17.6%
Scaling the Team



15.7%
Executive Buy-in



11.6%
Other

OTHER CHALLENGES FOR CUSTOMER SUCCESS.

Approximately 11.6 percent of customer success professionals faced challenges other than the options our survey provided. Some are listed to the right.

Driving Product Adoption

Monitoring Product Adoption

Managing Time Spent vs. Revenue

Managing Customer Touchpoints

Moving from Tactical to Strategic Conversations

Getting Buy-in from Product Teams

Drawing the Line Between CS and Support

Receiving Clients that Don't Fit

Increasing Customer Loyalty

Managing New Product and Feature Rollouts

GOALS

As customer success takes an increasingly prominent role in companies, defining goals becomes more and more important.

TOP GOALS: REDUCE CHURN, GROW ACCOUNTS, IMPROVE EXPERIENCE AND INCREASE ADOPTION.

Approximately 67 percent of customer success professionals identified churn reduction as their top goal.



67%
Reduce Churn



64.8%
Grow Existing
Accounts



64.4%
Improve Customer
Experience



61.5%
Increase Product
Adoption



10%
Other

OTHER GOALS FOR CUSTOMER SUCCESS.

Approximately 10 percent of customer success professionals faced challenges other than the options our survey provided. Some are listed to the right.

Increase Advocacy

Increase Referrals

Establish and Maintain Relationships

Increase ROI for Customers

Refine Product Through Feedback

Increase Value for Customer

Increase Product Adoption

“GET CLOSER THAN EVER TO YOUR CUSTOMERS. SO CLOSE, IN FACT, THAT YOU TELL THEM WHAT THEY NEED WELL BEFORE THEY REALIZE IT THEMSELVES.”

Steve Jobs, Founder of Apple

CLOSING THOUGHTS

Customers are the most important asset for many businesses. As customer-centric organizations continue to grow, so will the industry. Here's to 2016!

 **TWEET**

 **SHARE**

 **EMAIL**

Trustfuel builds simple, effective customer success software. It's what allows us to spend time creating resources like this report. If you're in the market for a customer success platform, you should check it out.

2016

2016