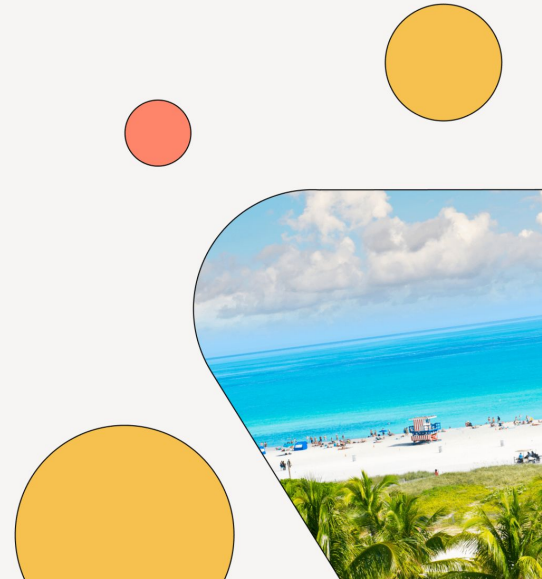


Insights from the CS Community:

Uniting the Entire Business to Drive Impact

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Chief Marketing Officer
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2022 Customer Success Industry & Salary Report

- Nearly 250 CS professionals responded
- 49 industries represented
- 41 countries (66% from North America, 16% in Europe)
- 29% have CS departments of up to 5 employees; 27% have between 11-30 employees



4 key takeaways

1. CX, retention, adoption are top priorities

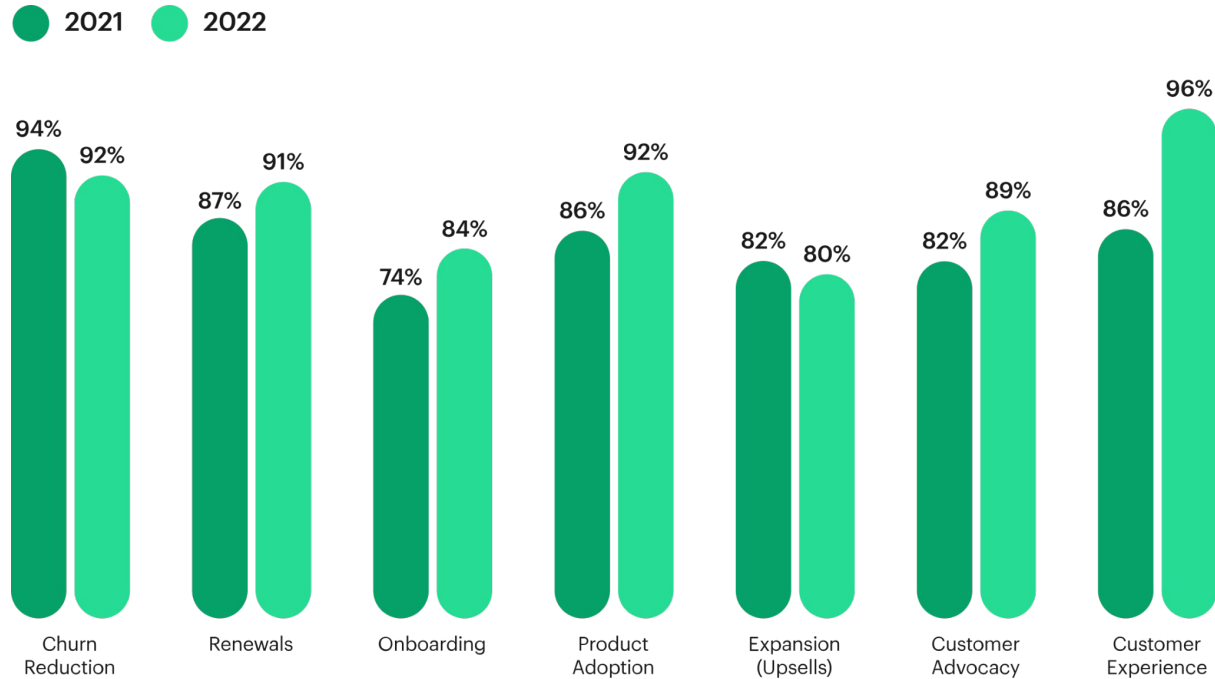


Chart reflects "medium" + "high" priority selection in 2021 compared to ratings of 3-5 for 2022

**51% considered
“customer experience”
to be a high priority**

(An increase of 10ppts from 2021)

2. Biggest challenge? Not being reactive

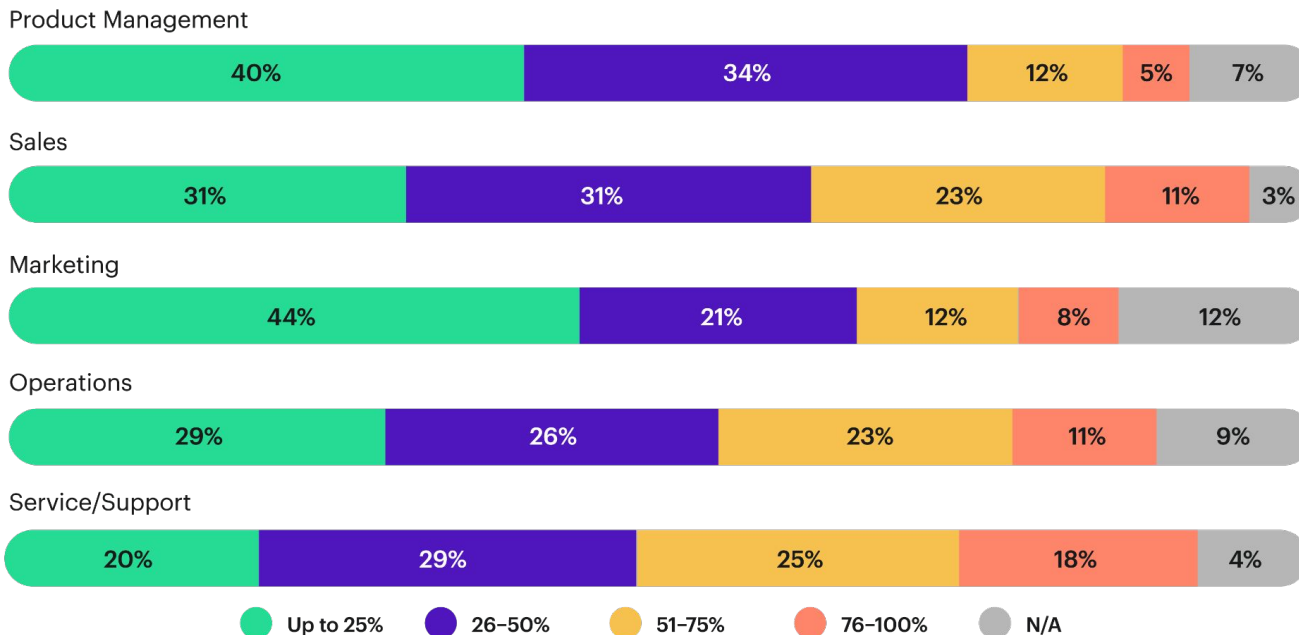
- **37% of respondents identify shifting away from a reactive approach to customers as being a major challenge**
- **Last year, 77% said scaling their CS teams was a major or moderate challenge. This year, only 28% said scaling was a challenge**

3. CS established as a key driver of value

- **33%** said their CS teams were established 1-2 years ago
- **32%** said their team has been operating for up to 4 years
- **20%** said their teams have been around more than 5 years, up from **17%** last year

4. CS is an enterprise-wide function

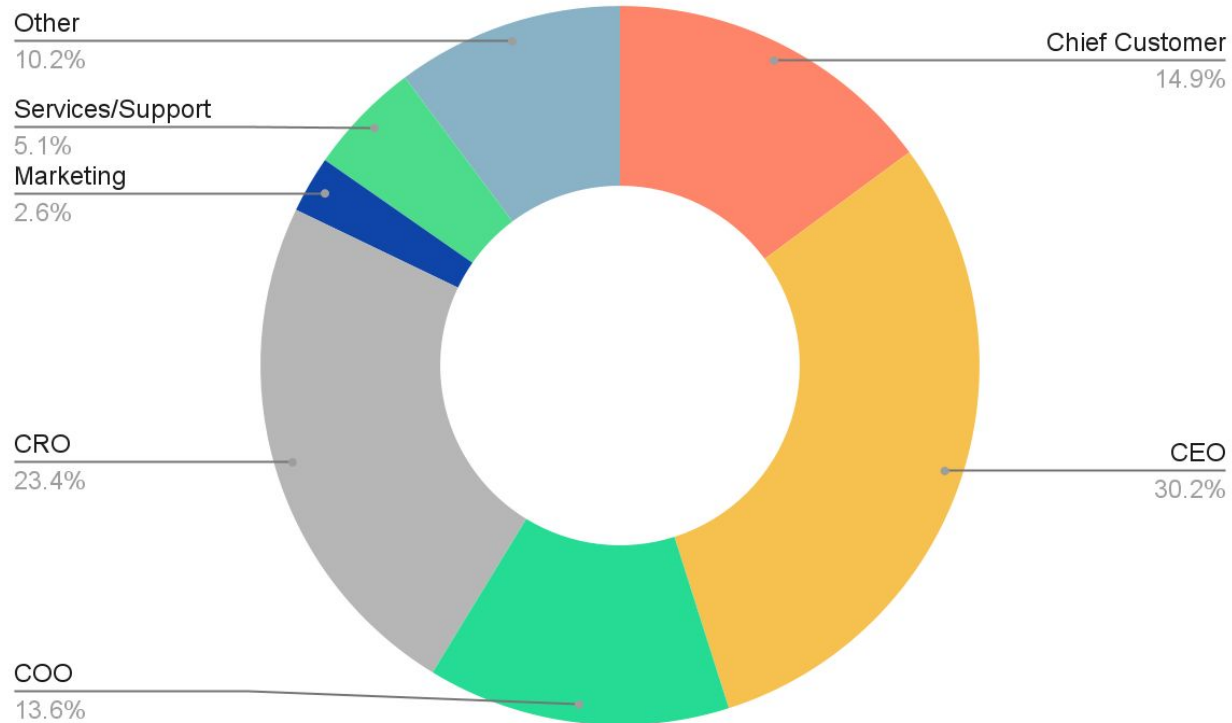
Amount of time customer teams spent collaborating with others



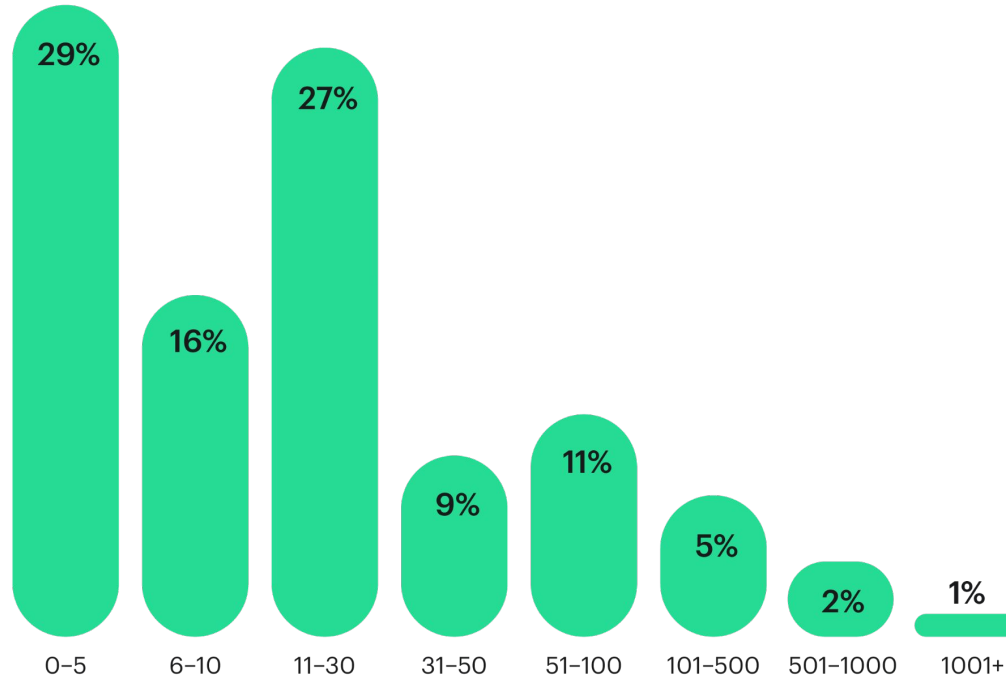


CS org & team highlights

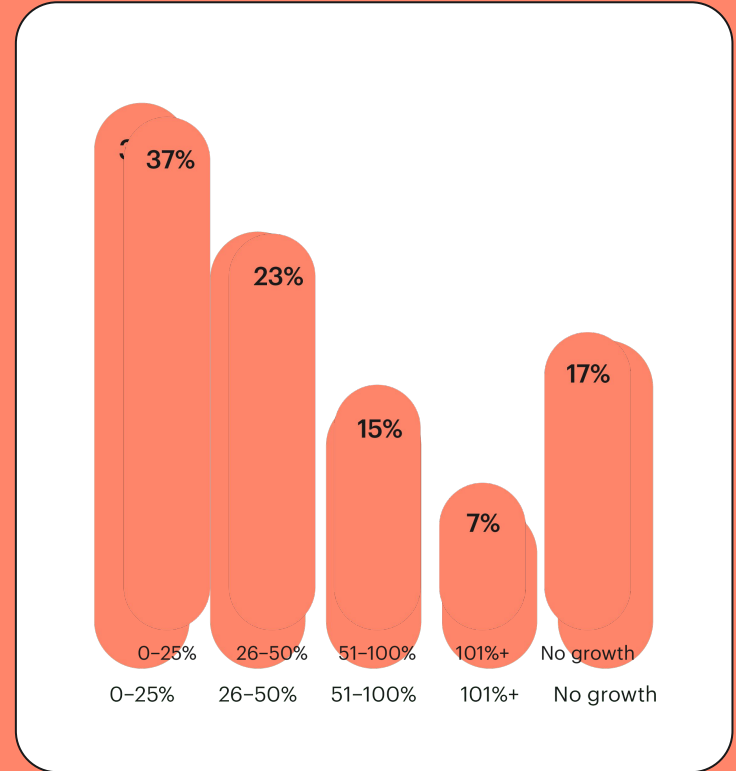
Who does your CS team report into?



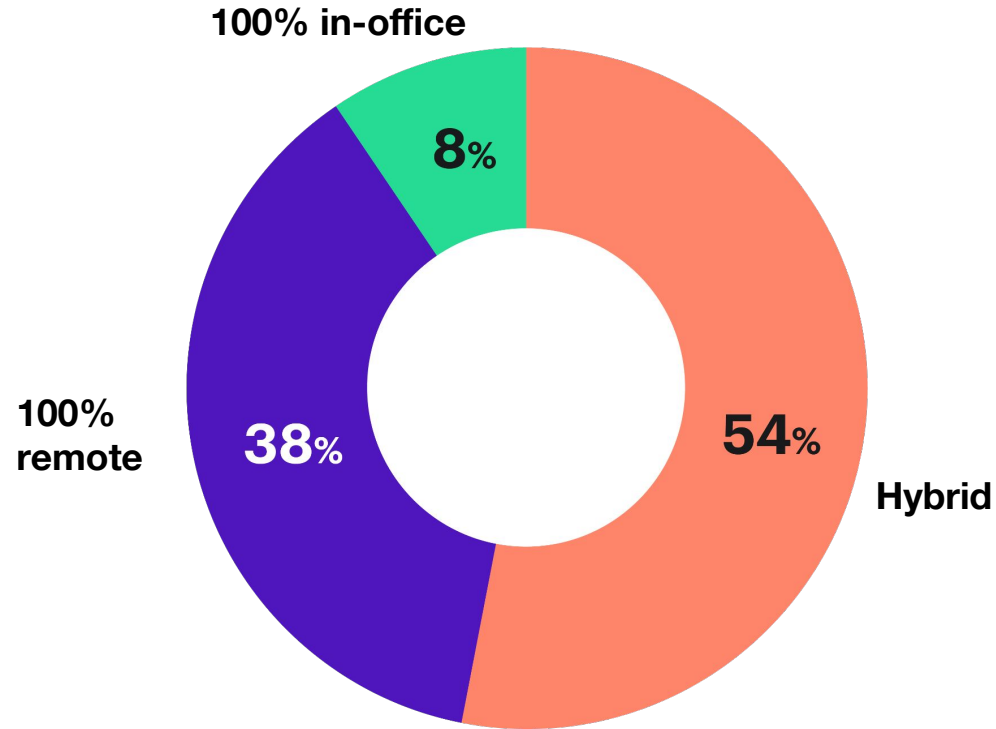
Size of customer success teams in 2022



A majority of CS teams have seen some growth in 2022, but 17% have not grown



Locations where CS teams work



Hiring challenges

- 32% said that “offering competitive salaries” was a moderate challenge
- Some seeing fewer applicants overall, and even fewer who are qualified
- Niche industries are struggling to find the right mix of CS and industry-specific knowledge

Moderate challenge

Hiring for experienced customer success professionals

42%

Hiring for industry-experienced professionals

44%

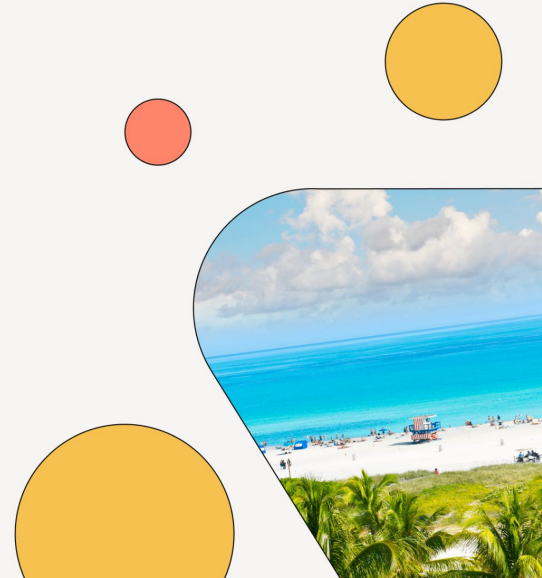
Thank You

Karen Budell
Chief Marketing Officer
Totango

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Jay Nathan
EVP & CCO
Higher Logic

[@inserthandle](#)



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What we'll cover

1. Topic
2. Topic
3. Topic
4. Topic
5. Topic
6. Topic
7. Topic

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when you’re making
a point.”**

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I have four separate points to make



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New logos

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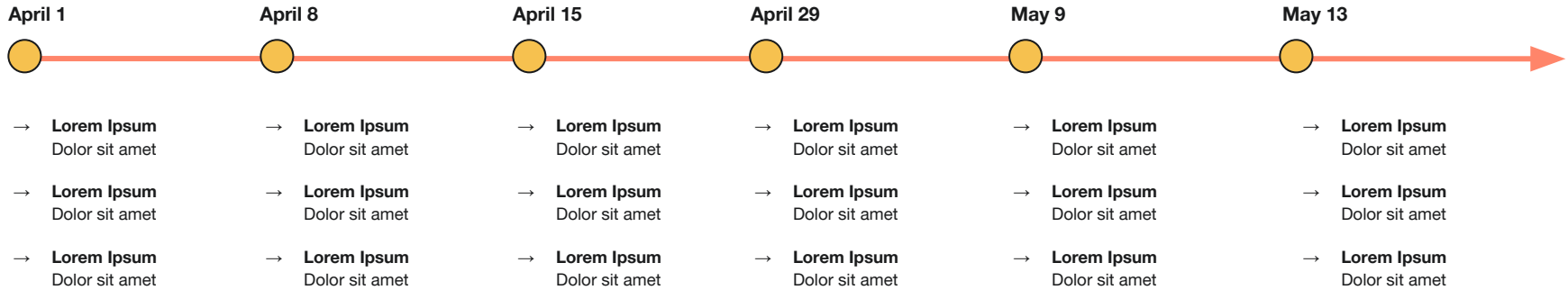
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