

» 10 Years of Customer Success

Explore the evolution of Customer Success over the last 10 years, including why today's customer is in the driver's seat.



2012-2014

The experimental stage of customer success

The main business challenge in focus is reducing churn resulting in a reactive approach to growth. Unestablished CS roles leave companies relying on periodic check-ins.

Technology is primarily focused on trying to decipher NPS and satisfaction.

Forrester publishes the book *Outside In: The Power Of Putting Customers At The Center Of Your Business*.

"In most industries, customer experience is the greatest untapped source of decreased costs."

- FORRESTER

POP CULTURE EVENT

Billboard's #1 song is "Somebody That I Used to Know"
by Gotye

2015-2016

SaaS Kick-Starts the movement

Nick Mehta publishes the book *"Customer Success: How Innovative Companies Are Reducing Churn and Growing Recurring Revenue."*

With a clearly defined Customer Success Manager (CSM) role, companies have a more sophisticated approach to building customer relationships.

The private SaaS market grows exponentially and CS scales along with it. The focus expands beyond churn towards product adoption.

SaaS organizations start to track usage data as a way to improve customer retention.

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Billboard's #1 song is "Uptown Funk"
by Bruno Mars and Mark Ronson

2017-2019

A broader influence and impact

G2 creates the first customer success grid in Spring 2018.

Traditional companies with both on-prem and cloud products increase their customer success efforts.

CS leadership roles emerge to focus on metrics, including Gross Retention Rate and Net Retention Rates.

LinkedIn's Most Promising Jobs of 2019 Report ranked CSM as one of the fastest-growing roles of today.

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Billboard's #1 song is "Old Town Road"
by Lil Nas X

2020 and Beyond

A new playbook.

Gartner publishes the first-ever **Customer Success Market Guide**

In April 2020, the economic downturn hits hard. Unemployment reaches 14.8%, the highest rate since 1948. Those who previously doubted the importance of customer success are forced to come to terms with the facts – customer success is paramount to business success.

Companies shift away from defense strategies to build out their offensive playbook, with growth and advocacy at the center.

Boardrooms show increasing interest in customer success, highlighting the direct connection between NRR and shareholder value.

A proactive framework for customer success serves as the causation for higher NRR.

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Billboard's #1 song is "Blinding Lights"
by the Weeknd

