



TSIA Customer Success Benchmarking

The Most Comprehensive
Benchmark in the Industry

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By Stephen Fulkerson

Executive Overview

Benchmarking is an integral part of every business transformation effort. In this report, you will learn more about how the TSIA Customer Success Benchmarking process helps members answer the following questions:

- How does your performance compare with the industry and your peers?
- What are your strengths?
- If your performance is different, how is it different?
- What can you learn and implement from pacesetters in the industry?

The TSIA Benchmark is the most comprehensive benchmark in the industry for a number of reasons:

- It focuses on providing real insights on correlation and causality that can be used to make a business case and transform your business.
- It employs the use of scorecards and outcome engineering to prioritize key opportunities.
- It provides an objective assessment of performance against both industry and peer groups.
- It identifies best practices to drive breakthrough performance.

Is Your Customer Success Organization Reaching Its Full Potential?

Are you under-performing on your dollar retention rate? What about your customer success renewal impact measures?

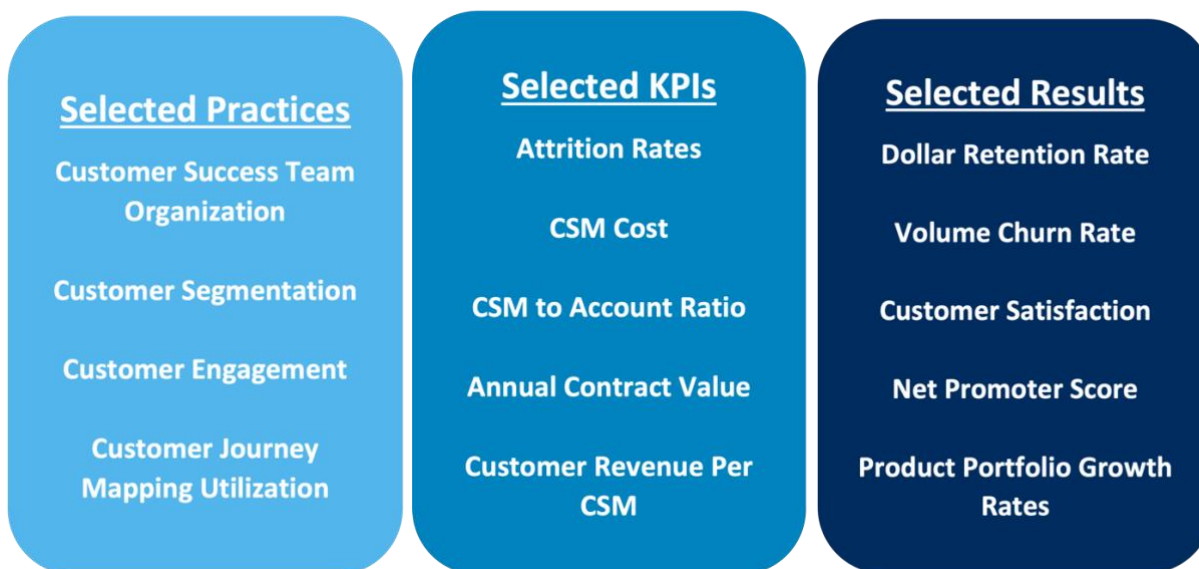
TSIA benchmarks customer success organizations on these metrics, as well as other key results and metrics, to give you the insight you need to confidently make the best business decisions for your organization. The TSIA Customer Success Benchmark collects over 325 unique data points to help your organization identify your strengths and pinpoint where your organization needs improvements. The Customer Success Benchmark will provide great insights that will also show your performance against your peers, and the industry. With hundreds of benchmarks completed, your organization will gain greater insights into your performance and how the pacesetters in the industry are performing.

From the partner success lens, we know the partner runs a business that must make money, and the partner can play a role in fulfilling the promise of a vendor's technology.

How Do You Improve Customer Success Performance?

Not only do we identify performance gaps in your customer success operations, we also customize a plan to help you optimize **practices** known to *drive* the **KPIs** you need to *affect* **results**. Our Customer Success Benchmark gold standard contains over 40 KPIs and 60 unique customer success practices.

Selected Practices, KPIs, and Results from TSIA's Customer Success Benchmark



Source: TSIA Research.

Does TSIA's Benchmark Drive Value for Customer Success Organizations?

Just read what our member participants have to say about the experience:

"We found the results very valuable to help drive priority and organizational decisions on charter, our CSM processes and build company awareness of how other companies adopt customer success."

-Consumer technology SMB Company

"The TSIA benchmarking process was such a valuable tool for us to continue to shape our customer success team. The output of this process gave us clear outside views of our current state, and prioritized guidance of how we can continue to improve."

-Consumer technology and IT, Enterprise Company

"The benchmarking methodologies and depth of knowledge applied by TSIA is outstanding!"

-Software SMB account

[Stephen Fulkerson](#), VP, Customer Success Research, [Marc Troyan](#), Director, Customer Success Research, and [Darlene Kelly](#), Senior Manage, Customer Success research, oversee the Customer Success Benchmark experience. The final results include a 90-minute customized review of your company's results with TSIA recommendations on how to improve in the areas of practices and metrics. As you can read [here](#), the TSIA Customer Success Executive Research Team has extensive experience as customer success leaders throughout the enterprise software, managed services, XaaS, and IT services industry.

There are 3 core reasons why benchmarking with TSIA will give you the security you need to move forward with recommendations and initiatives:

1. Validated data insights from our gold standard database.
2. Advice from expert practitioners with seasoned customer success experience in the field.
3. Scientific based benchmarking methodology.

This combination has proven itself across the industry and within our membership base.

What Can I Expect from the TSIA Customer Success Benchmarking Process?

After you provide us your data, we have three phases of validation to ensure that the information is aligned to industry standards and that downstream processing is truly “comparing apples to apples.”

You then get a 90-minute benchmark readout with a member of TSIA’s Customer Success Research Team, Stephen Fulkerson, Marc Troyan, or Darlene Kelly, which focuses on the highest priority initiatives to improve your performance. We provide targeted TSIA content and services that align to these initiatives. These insights are board-ready and provide a path to efficient, low risk return on investment.

After the readout, the Customer Success Research Team and your TSIA Member Success Manager will hold several follow-up meetings throughout the remainder of the year. These meetings focus on your initiatives’ progress and any challenges that you are facing. We are able to offer more advice to help you through inquiries, extended inquiries, advisory blocks, and workshops so that you and your organization achieve a return on your investment.

Want to Learn More About TSIA Benchmarking?

TSIA has been benchmarking technology companies for decades. Over time, we have built up our gold standard database, refined validation processes, developed correlation tactics that scale, improved customer experience, and enhanced our ability to mine actionable insights. If you want the details on our methodology and infrastructure, please read our [Data-Validated Benchmarking: Actionable Tech Industry Insights](#) paper.



TSIA is the world's leading research organization dedicated to helping technology companies achieve profitable growth and solve their top business challenges. Services, Sales, Product, and Channel organizations at technology companies large and small look to TSIA for world-class business frameworks, best practices based on real-world results, detailed performance benchmarking, and exceptional peer networking opportunities. TSIA's membership community consists of over 40,000 executives from 96 countries and represents 80% of the Fortune 100 technology companies.

To learn more, visit:

www.tsia.com