

THE 10 TRAITS OF HIGH-PERFORMING CUSTOMER SUCCESS TEAMS

How the best-in-class achieve 28% higher Net Retention Rate

2021 CSPI Research Results from CS Tuners



1

86%

own the commercial relationship.



2

Use predictive models to forecast renewals



3

Conduct and analyze NPS surveys



4

71%

standardized and document their Customer Success processes



5

57%

analyze usage trends



6

Tailor the Customer Journey by Segments



7

Invest in customer marketing



8

57%

track onboarding milestones using a software



9

71%

track and analyze support ticket trends



10

Provide paid professional services



CSM PRACTICE
THE CUSTOMER SUCCESS STRATEGY CONSULTING FIRM