

CUSTOMER SUCCESS ACRONYMS

CHEAT SHEET



ACV	AE	AM	API	ARPA
Annual Contract Value	Account Executive	Account Manager	Application Program Interface	Average Revenue Per Account
ARPU	ARR	B2B	B2C	CTA
Average Revenue Per User	Annual Recurring Revenue	Business to Business	Business to Consumer	Call to Action
CAC	CCO	CES	CGR	CLTV
Customer Acquisition Cost	Chief Customer Officer	Customer Effort Score	Customer Growth Rate	Customer Lifetime Value
CMM	CRM	CSAT	CS	CSAL
Customer Message Management	Customer Relationship Management	Customer Satisfaction Score	Customer Success	Customer Success Advocacy Lead
CSE	CSM	CSQL	CRC	CX
Customer Success Engineer	Customer Success Manager	Customer Success Qualified Lead	Customer Retention Cost	Customer Experience
C2S	DAU	ERM	EBR	FCR
Cost to Serve	Daily Active Users	Enterprise Resource Management	Executive Business Review	First Contact Resolution Rate
GDR	GRR	ICP	KPI	MOV
Gross Dollar Retention	Gross Revenue Retention	Ideal Customer Profile	Key Performance Indicator	Moment of Value
MSA	MRR	MVP	NDR	NPS
Master Service Agreement	Monthly Recurring Revenue	Minimum Viable Product	Net Dollar Retention	Net Promoter Score
NRR	OKR	PLG	PMF	PMO
Net Retention Rate	Objectives and Key Results	Product Led Growth	Product Market Fit	Program Management Office
QBR	RFP	ROI	SA	SaaS
Quarterly Business Review	Request for Proposal	Return on Investment	Solution Architect	Software as a Service
SLA	SMB	SME	SOW	SP
Service Level Agreement	Small to Medium Business	Subject Matter Expert	Statement of Work	Success Plan
TAM	TTFV	TCV	VOC	YOY
Technical Account Manager	Time To First Value	Total Contract Value	Voice of the Customer	Year over Year



CSM PRACTICE
THE CUSTOMER SUCCESS STRATEGY CONSULTING FIRM

Many thanks to [Mary Fukawa](#) who came up with the original Customer Success Acronym Cheat Sheet and allowed us to provide you with this updated version.