Gainsight

THE NEW FRONTIER

>> 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

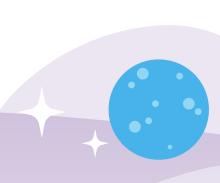
way to improve customer retention.

Billboard's

POP CULTURE EVENT

#1 song is

"Uptown Funk" by Bruno Mars and Mark Ronson



2017-2019

and impact

Retention Rates.

A broader influence

Spring 2018. Traditional companies with both on-prem and

G2 creates the first customer success grid in

efforts. CS leadership roles emerge to focus on metrics,

including Gross Retention Rate and Net

cloud products increase their customer success

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

POP CULTURE EVENT Billboard's

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

A new playbook. **Gartner publishes the first-ever Customer**

2020 and

Success Market Guide In April 2020, the economic downtown hits hard.

since 1948. Those who previously doubted the importance of customer success are forced to come to terms with the facts - customer success

Unemployment reaches 14.8%, the highest rate

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

A proactive framework for customer success

success, highlighting the direct connection

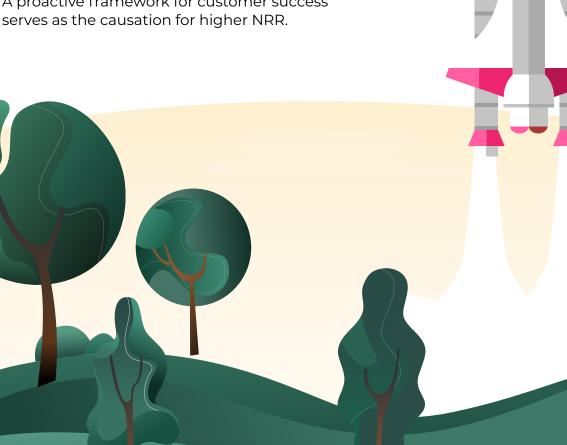
between NRR and shareholder value.

#1 song is "Blinding Lights"

POP CULTURE EVENT

Billboard's

by the Weeknd



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being human-first.