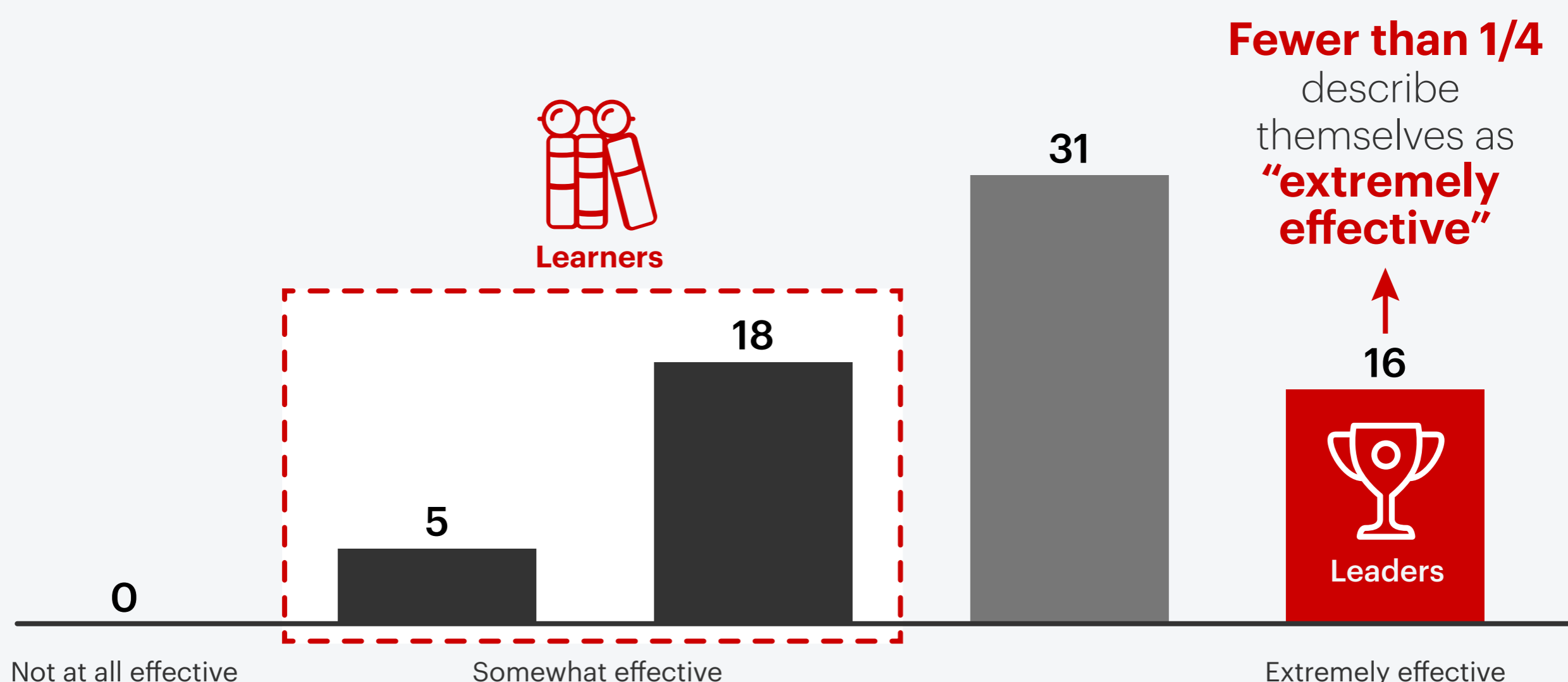


What Separates Customer Success Leaders in Tech?

How technology vendors can make sure their customers are capturing the most value from their products and services

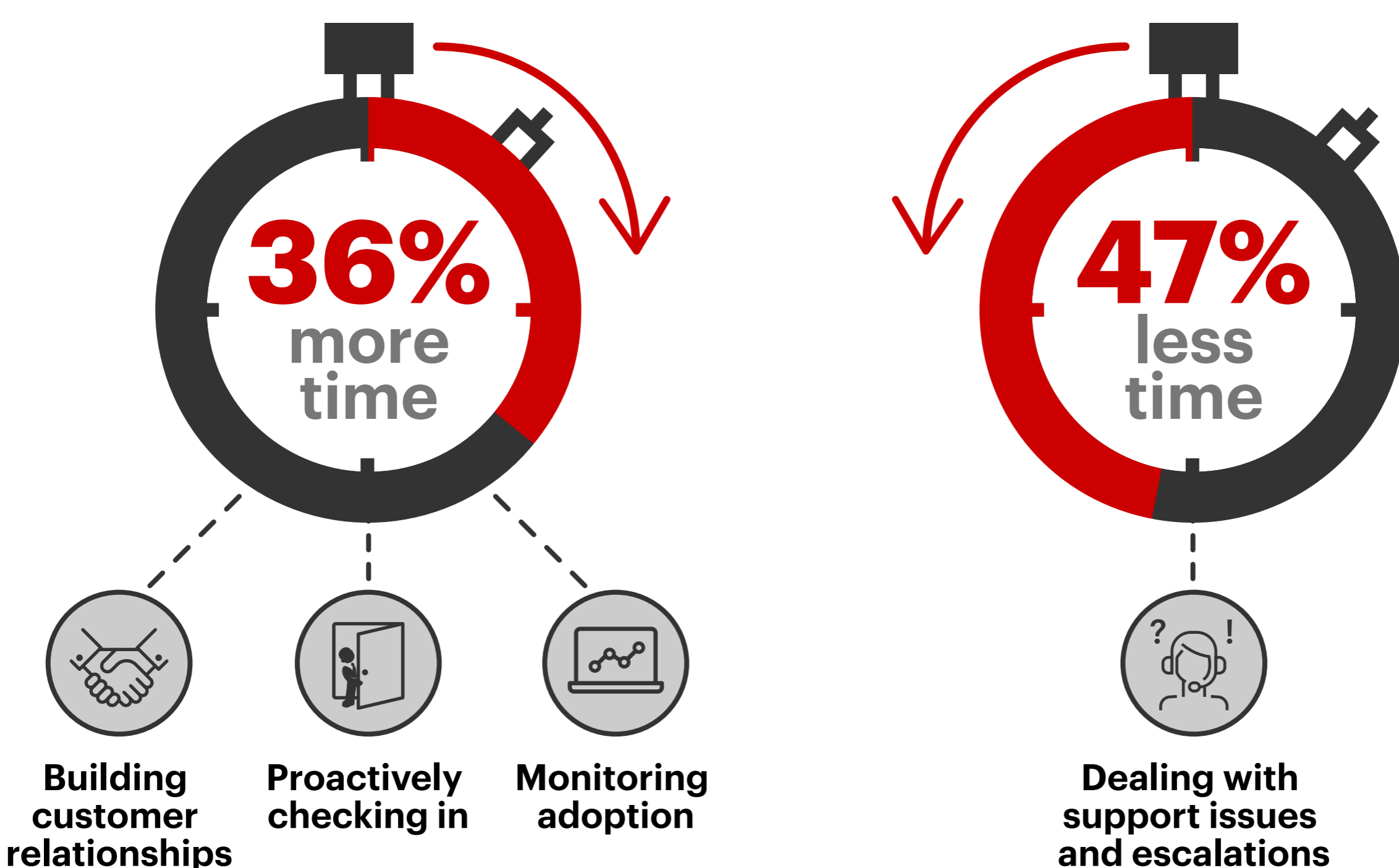
Tech firms have work to do on customer success

Bain surveyed 70 customer success leaders at tech companies and found that ...



Leaders make better use of their time

When compared with customer success learners, leaders spent:



SECRETS OF CUSTOMER SUCCESS LEADERS



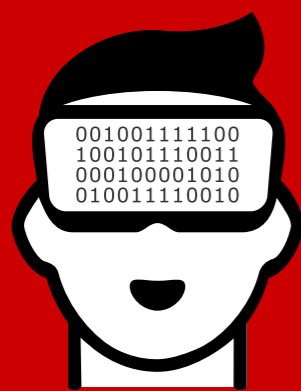
Have the right attitude

Leaders are **24%** more likely than learners to say their people have a **customer-first attitude**



Work well together

Leaders are **24%** more likely to say they are **well coordinated** across customer-facing functions



Have a holistic view

Leaders are **29%** more likely to have a **360-degree view** of customer data



Stay a step ahead of problems

Leaders are **46%** more likely to use **predictive analytics** to identify accounts at risk



Make it easy for customers to manage

Leaders are **30%** more likely to offer **digital self-service tools** to customers

Notes: We asked customer success leaders to rank their customer success functions on a scale from "1 – Not At All Effective" to "5 – Extremely Effective"; we defined leaders as those who rated themselves as "5 - Extremely Effective," and learners as those who rated themselves as "2" or "3 - Somewhat Effective"; research partner Dynata provided a portion of the responses