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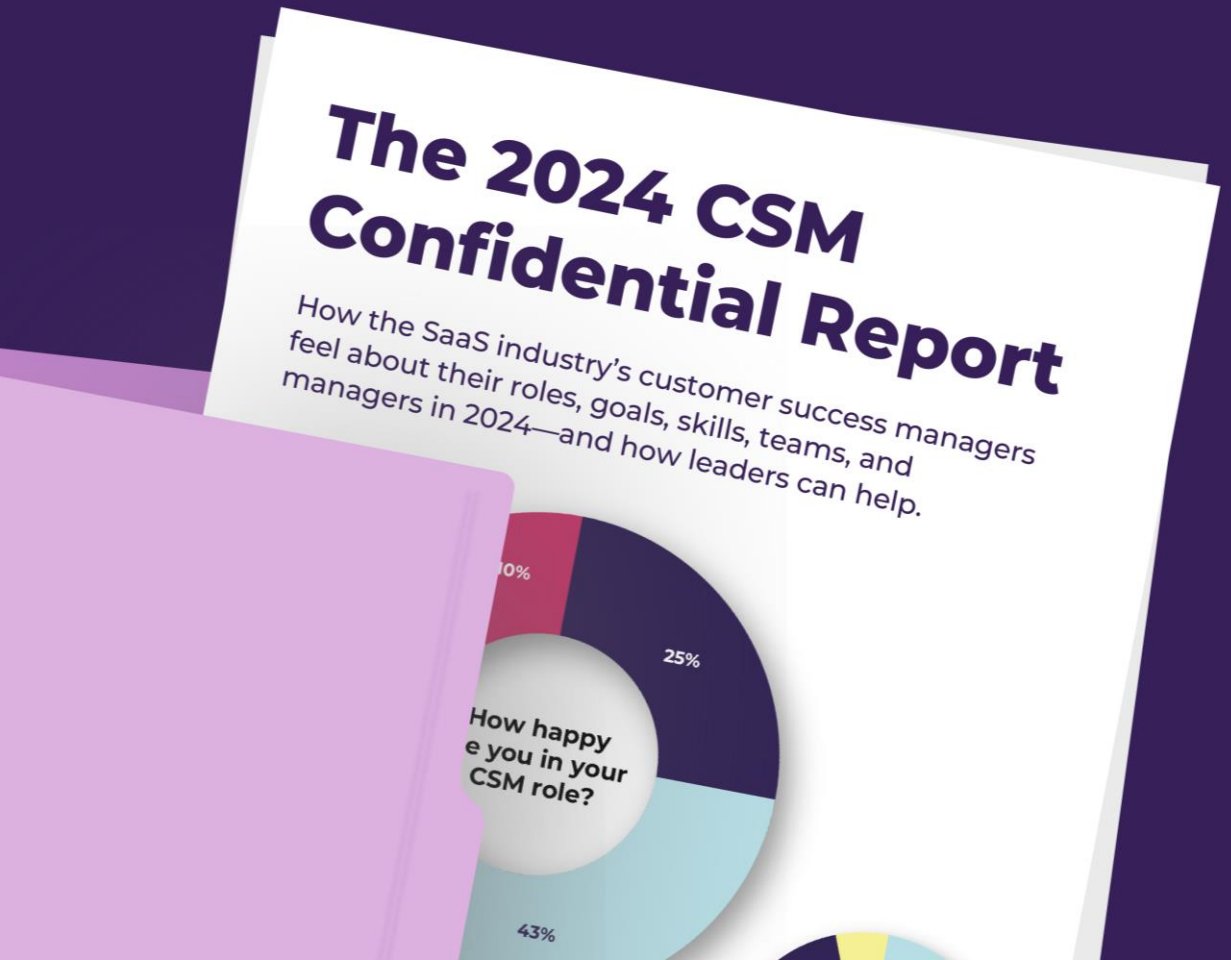
CSM Confidential: What your CSMs need from you to succeed in 2024



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About the CSM Confidential Survey

In early 2024, we surveyed close to 300 SaaS CSMs. Confidentially.

Participants were asked how they felt about their roles, workload, team and career goals, support from their managers, and more.

The typical survey respondent:

- **Has 1-3 years of experience as a CSM (37%)**
- **Works remotely (71%)**
- **Is part of a CS team of 5-9 people (35%)**
- **Works on a CS team that has existed for 3-5 years (44%)**

The good news

The bad news

33%

say their compensation reflects their value fairly.

33%

enjoy being busy and working under pressure.

40%

of CSMs say their schedule and workload is realistic.

26%

of CSMs enjoy negotiating and selling.

39% enjoy keeping customers accountable for progress.

31% **feel their company is invested in their career path.**

Problem #1

CSMs are drowning.

The numbers

- Only 40% of CSMs say their schedule and workload is realistic.
- Only 41% say they can hit their goals without working evenings or weekends.
- Of the 22% of CSMs who identified as unhappy in their role, 3 in 5 (59%) say they feel burned out.

“You’re the voice and point person for our team... please quit saying yes to every task every team wants us to do; we’re all burned out.”

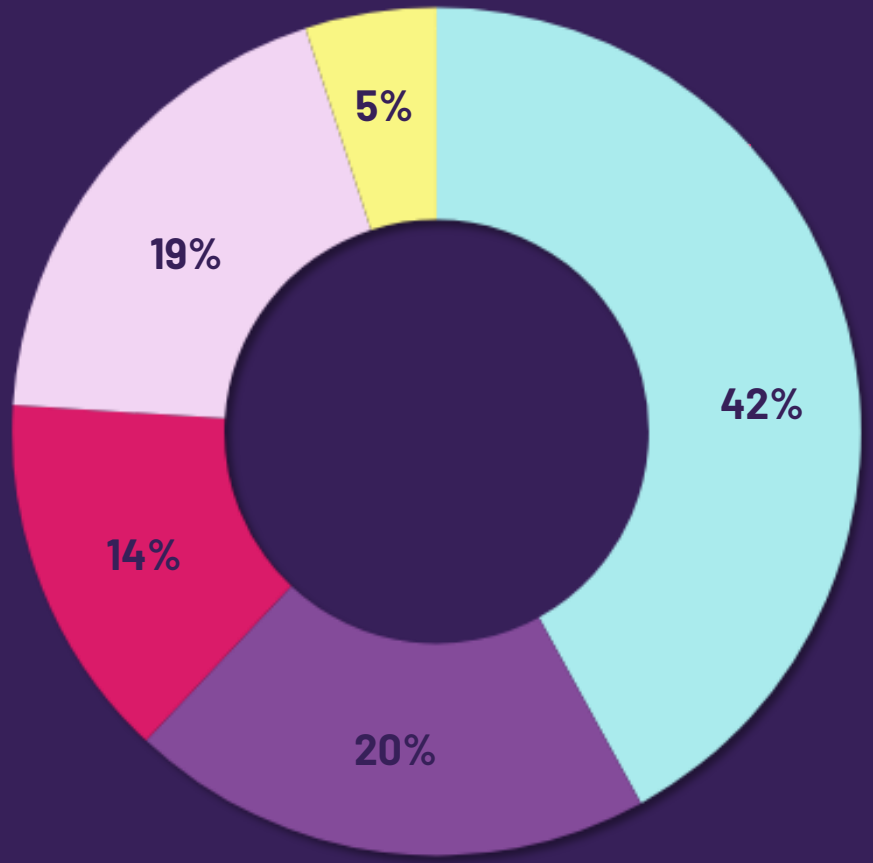
What can leaders do?

Problem #2

There’s a disconnect between what we’re asking CSMs to do and what they feel prepared to do.

Q: What training would make you a more effective CSM?

Q: My manager and company provide me with the support, tools, and training that I need to accomplish my goals.



- Strongly agree (20%)
- Somewhat agree (42%)
- Strongly disagree (5%)
- Somewhat disagree (19%)
- Neither agree nor disagree (14%)

“I know you don’t have it all figured out but the more processes you build, the faster we’ll become at getting the repeating tasks done excellently.”

What can leaders do?

Problem #3

There’s an operational gap in CS leadership.

Making time for me when I need them.
73%
Is good at supporting CSMs in difficult customer situations.
71%
Has my trust to be a good advocate for our team.
67%
Gives me enough appreciation for the work I do.
60%
Is good at giving clear, actionable feedback.
51%
Helps us get the appreciation we deserve within our company.
48%
Motivates me to keep going and succeed.
47%
Recognizes and responds when CSMs get overwhelmed.
47%
Keeps everyone accountable for their work.
47%
Is good at setting clear goals and expectations.
47%
Is good at helping our team prioritize our work.
45%
Is a good coach and mentor to our team.
43%
Is good at supporting our team's professional development.
42%
Gives us regular opportunities to get the training we need.
37%

“Focus on your purpose of supporting your team, instead of working operatively with customers yourself.”

What can leaders do?

What questions do you have?

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