



# Happy Ears, Hidden Risks

Customer Success in 2025



**Relationships don't  
retain customers.**

**Results do.**

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# Key Survey Findings

## **Bad Data is Blocking Your Customer Success Efforts**

Businesses are leaving revenue on the table and more needs to be done to effectively eliminate churn.

- Over 50% of CS teams highlighted a desire for better data analysis tooling as a need to tackle churn
- 73% of CS teams believe proactive customer communication will cut churn
- 27% of CS teams biggest blocker was data accuracy

## **Without data to plug your gap, you're just flying blind**

Customer success teams are struggling to implement objective and accurate health scores:

- The average accuracy rating for health scores is 5.96 [out of 10].
- Large enterprises (5000+ employees) have low adoption of health scores, indicating a unique challenge in integrating and trusting health scores
- 30% of CS teams lack health scores, leaving them struggling to prioritize and forecast as their books grow.

## **Customer Success is Built by Every Team**

Teams are having to juggle multiple responsibilities whilst being targeted on increasing NRR for their organizations. Those surveyed found the following the most challenging:

- Managing customer expectations [39%]
- Having limited resources such as time, staff, budget [28%]
- Customer retention [22%]
- Difficulties in onboarding new customers [11%]

## **Relationships Don't Retain Customers, Results Do**

Ever-growing books of business and shrinking teams is leading to a need for the CS function to evolve, quickly in the following areas:

- Data analytics and reporting [63%]
- Training and development [51%]
- Cross-departmental collaboration [49%]

# Introduction

Historically, Customer Success was primarily concerned with customer onboarding and problem resolution<sup>1</sup>. As the SaaS industry grew and customer expectations changed, so too did the role of CS, as it honed in on minimizing churn and ensuring proper product adoption. Now, it can be argued that the post-sales role in a SaaS business is almost on par with the pre-sales, and in many businesses, it will now need to be a strategic driver for revenue growth in 2025 and beyond.

Customer Success teams dominate in adoption and whilst this has been key, focusing solely on adoption risks CS being confined to a reactive, operational role instead of driving proactive, strategic growth. This nuanced conversation isn't new, but the introduction of AI tools has changed the game and has now led to a shift which shows no signs of slowing down in the next year. As the function of Customer Success grows more and more we believe it will become imperative to strike a balance between employing enough of a human touch while forging forward with a data-informed strategy.

In this report, we'll uncover the factors that are driving this CS evolution such as an urgency to move from being reactive to proactive, the need to drive deeply embedded value, the power of predictive analysis and creating a solid and actionable health score using data.

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<sup>1</sup> [The History of Customer Success', The Customer Success Association](#)





## Why now?

Let's face it, economic headwinds have shifted the game for some time now, and many SaaS businesses have adapted from a sole focus on aggressive customer acquisition to leveraging other teams, like Customer Success, to directly impact revenue. This means eliminating churn risks and identifying expansion opportunities across accounts. While directionally this isn't new—Customer Success has always been important—it's a focus that has doubled down with time and hasn't become any easier. CS teams are now tasked with stepping into a revenue-driving role, evolving from relationship-building and support to fully owning the success of metrics like GRR and NRR.

The shift is fueled by the economic reality that replacing a lost customer can require acquiring up to three new ones to achieve the same revenue – a costly and unsustainable approach. This has positioned CS as the linchpin of customer retention strategies, ensuring existing clients not only stay but also expand their investments through outcome-driven engagement.

The demand for constant value delivery to customers in SaaS businesses is certainly not slowing down any time soon, but the CS industry is under increasing pressure, with teams managing larger books of business than ever, facing a growing volume of activities, and often lacking the necessary data and reliable health scores to effectively prioritize their efforts. These challenges underscore the need for Customer Success to evolve with better tools, processes, and strategies, quickly.