

A complex network diagram on the left side of the slide. It features numerous small blue and red nodes connected by thin lines. On the right side, several thick, wavy lines in blue and red flow downwards, resembling a waterfall or a series of interconnected paths. The overall aesthetic is modern and data-driven.

# Reskilling Customer Success Talent to sustain digital disruption

**Conceptualized and Developed: June - 2021**

*The objective of this document is to provide a brief overview of how digitalization has resulted in disruption of Customer Success functions, and talks about the digitally influenced and emerging job roles across Customer Success Function and talks about Reskilling strategies to sustain digital disruption and avoid attrition rate*

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- **Evolution of New Age Customer Success**

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- Impact of digitalization on Customer Success and Reskilling disrupted workforce

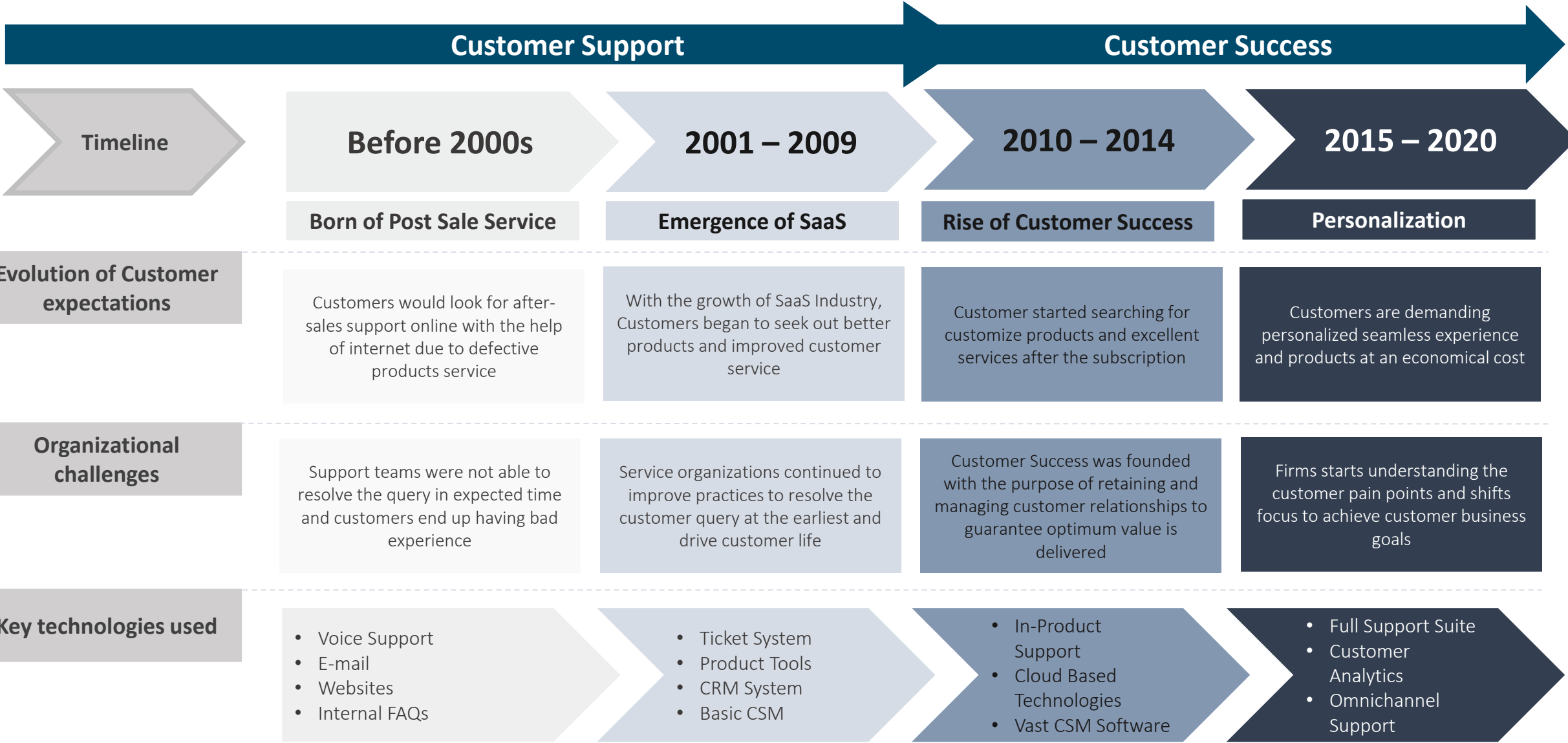
14-15

- Alternate Career strategies for Customer Success roles to reduce high attrition rates

**This section covers:**

- Evolution of Customer Support to Customer Success
- What factors are accelerating the future customer expectations
- How digital tools have aided customer success focus areas
- Workflow transformation of Customer Success due to digitalization

With the growth of SaaS Industry, firms' strategies for Customer Success have evolved from merely supporting their customers to providing personalized experience



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Source: The analysis is based on Draup's talent module, internal research, customer engagement reports, and industry blogs, and whitepapers

But with intensifying competition in SaaS industry and ever-increasing demand of customers, the Future of Customer Success lies in providing hyper personalized services to meet customer expectations



### Digital Transformation of CS has been accelerated by factors such as Covid-19 and intense competition in the SaaS industry

#### Covid-19

COVID-19 has enhanced digital adaptations for remote work and can improve the value of a company's brand by providing a unique customer experience



#### Competition Landscape

With the rising SaaS industry, well-established Enterprises are competing with startups that offer comparable services, and customer excellence is the only way to retain maximum customers



#### Digital Transformation

Digital Automation, AI-enabled systems, applications, and tools are transforming how businesses connect with their customers and influencing customer habits



### Digital Transformation of CS is helping companies in meeting ever-growing future customer expectations



#### Personalization: Subscription Model

Customers more likely to prefer an Enterprise that provides customized experiences



#### Easy To Use Platforms

Customers deal with complicated interactions with companies' communication platforms and end up having bad experiences



#### Quality Customer Service

Customers are willing to pay more to purchase from a company with a good reputation for its service



#### Quick resolution-time for complaints

Customers expect businesses to respond or resolve the ongoing problems or negative feedback within next 24 Hours



#### Low Effort Experience

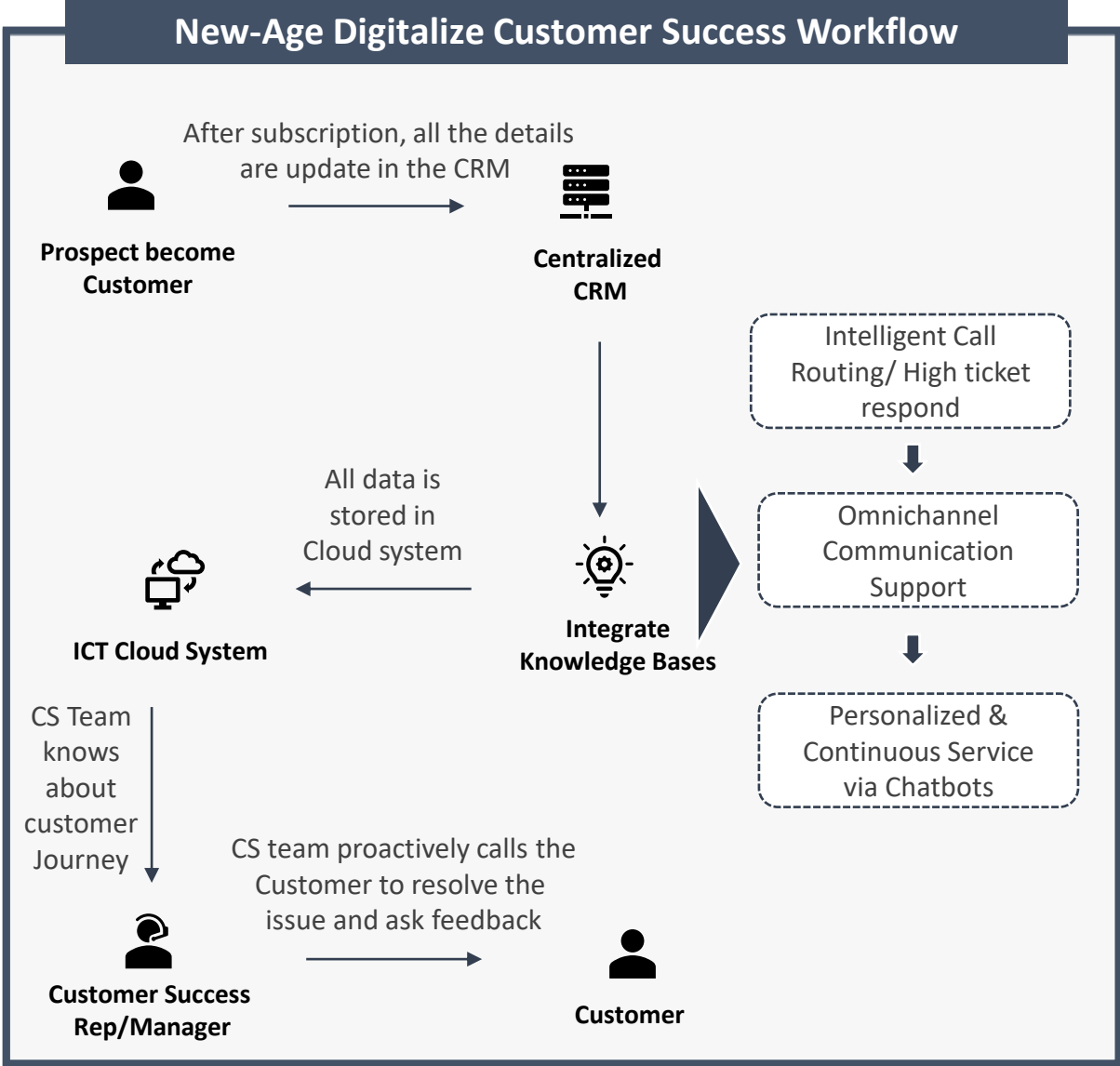
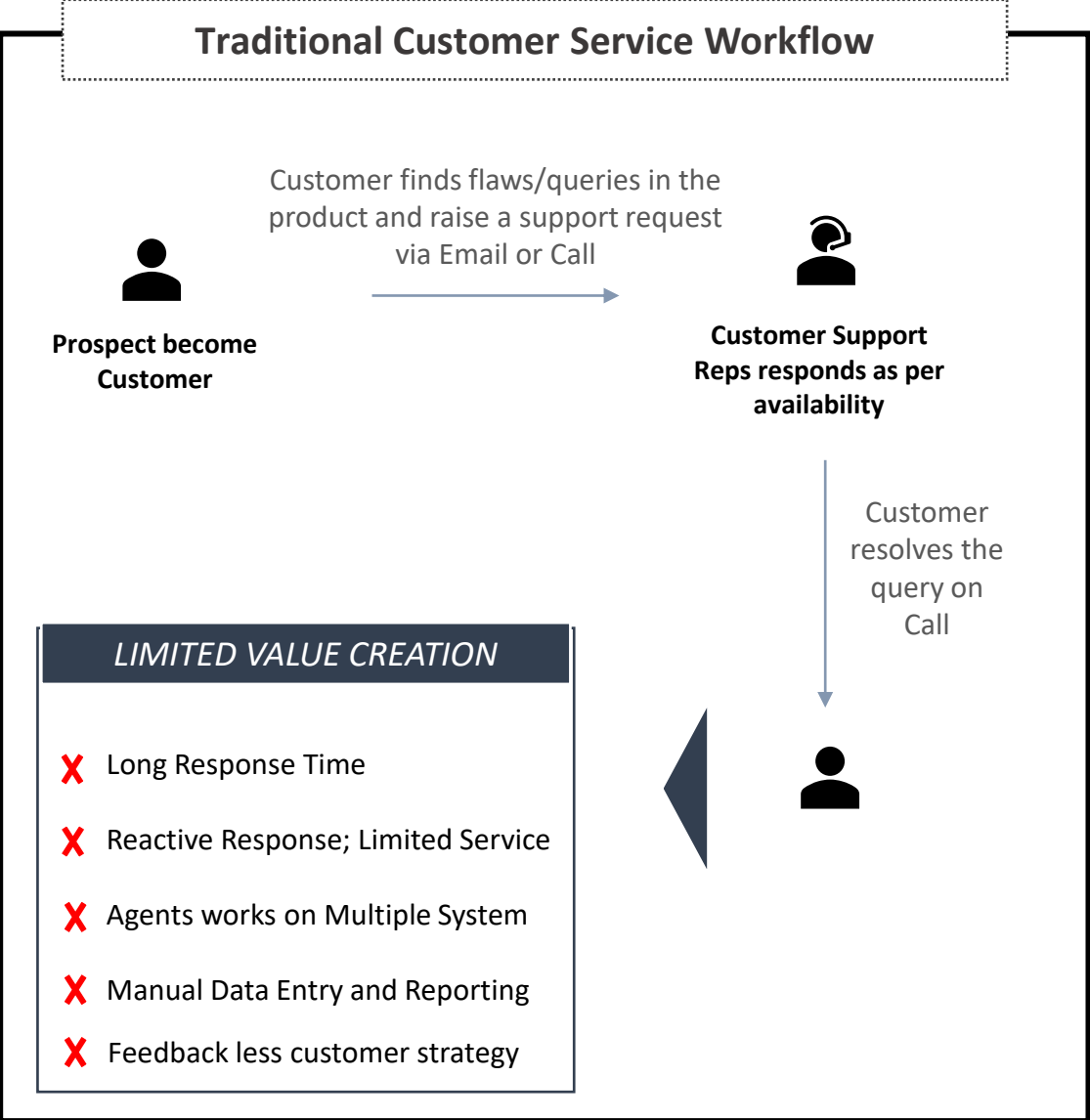
Customers want an easy experience engagement platforms. They want to achieve their goal and leave without feeling stressed

# Digital tools and Automation solutions are empowering Customer Success teams, helping them seamlessly navigate customers' journey and meet their demand



Key Functional Areas	Challenges	Digital Solution	Digital Tools
<b>Customer Intelligence</b>	<ul style="list-style-type: none"> <li>Customer Loyalty</li> <li>Urgent Target Accounts</li> <li>Personalize Experience</li> </ul>	<ul style="list-style-type: none"> <li>AI/ML-based trainable Tools to conduct sentiment analysis</li> <li>CSM helps to engage with sensitive accounts, and provide personalization</li> </ul>	
<b>Customer Success Analytics</b>	<ul style="list-style-type: none"> <li>User Lifecycle</li> <li>Measure CS Metrics</li> <li>Future Predictions</li> </ul>	<ul style="list-style-type: none"> <li>Analytics Tools to analyze user trends, attributes and fetch demographic insights</li> <li>Improve call handling, identify future upselling opportunities, and churn, retention, and attrition rates</li> </ul>	
<b>Centralized CRM</b>	<ul style="list-style-type: none"> <li>Excess Data Management</li> <li>Information Accessibility</li> <li>Inactive &amp; Duplicate Accounts</li> </ul>	<ul style="list-style-type: none"> <li>CRM streamlines customer contacts data through a single network</li> <li>CRM improves customer interaction, platform integration, and online brand management</li> </ul>	
<b>Omnichannel Communication</b>	<ul style="list-style-type: none"> <li>Real Time Customer Service</li> <li>Mapping Customer Journey</li> <li>Multi-channel Engagement</li> </ul>	<ul style="list-style-type: none"> <li>Omnichannel Communications platforms provide continuous service, call routing, 360-degree customer journey mapping, multiple direct points of action, unified sales &amp; marketing reporting</li> </ul>	
<b>AI/ML Customer Support Chatbots</b>	<ul style="list-style-type: none"> <li>After Hours Service</li> <li>Frictionless User Engagement</li> <li>Repetitive Conversation</li> </ul>	<ul style="list-style-type: none"> <li>AI/ML chatbots enable consumers with automated cognitive suggestions based on previous interactions history</li> <li>Improving problem resolution through reducing resolution times and maximizing overall service experiences</li> </ul>	

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- Alternate Career strategies for Customer Success roles to reduce high attrition rates

**This section covers:**

- Impact of Digitalization on Customer Success
- Overview of job roles and skills of emerging Customer Success talent
- Why Reskilling becomes crucial for organizations to provide viable career path to disrupted job roles and meet unmet hiring demand
- Detailed reskilling analysis for Customer Support role

Automation and Digital workflow of Customer Success processes are heavily disrupting the workforce and causing high attrition due to undefined future career paths within the organization

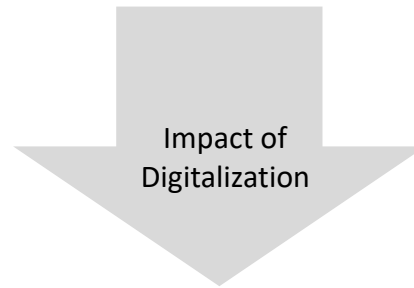
Automation and Digitalization of Customer Success are not only impacting the traditional workforce but also constricting the size of CS teams (C), thus causing high attrition

Firms are now focused on Reskilling/Upskilling to advance their CS workforce towards a viable career path

### Focus areas of Reskilling/Upskilling

- ✓ Identification of digitalization impact on Customer Success job roles
- ✓ Assessing the skills gap caused due to digital workflow
- ✓ Reskilling the trainable job roles for New Age Customer Success job roles
- ✓ Creating new career pathways for talent interested in switching domains within the organization

## Traditional Customer Success Workforce



**A. Digitally influenced workforce**

**B. Digitally Disrupted workforce**

**C. Surplus/ Not required workforce**

Requires Reskilling/Upskilling to fit in the digital CS workflow

Requires Reskilling/Upskilling to advance into adjacent jobs within the organization to avoid layoffs/attrition





Software companies are assessing the impact of digitalization on their traditional Customer Success job roles as well as identifying the requirement of emerging New Age job roles



Customer Success Job roles Taxonomy						
Customer Support/Service		Customer Experience			Customer Success	
Customer Support Associate/Executive/Representative	Customer Support Professional	Customer Experience Associate	Associate Analyst, Customer Exp	<b>Consumer Insights Strategist</b>	Customer Success Associate	<b>Customer Success, Remote Tax &amp; Accounting Expert</b>
Customer Support Analyst	<b>Customer Support Engineer</b>	Customer Experience Professional	<b>Customer Delivery &amp; transformation Specialist</b>	Principal Customer Exp. Leader	<b>Customer Success Expert</b>	<b>Customer Success, Payroll and Filling</b>
<b>Customer Support Specialist</b>	<b>Customer Support Operations Analyst</b>	<b>Customer Experience Specialist</b>	<b>Customer Program specialist</b>	<b>Customer Exp. &amp; delivery Manager</b>	<b>Customer Relationship Manager</b>	<b>Customer Success Engineering Manager</b>
<b>Customer Service Advocate</b>	Customer Support Supervisor	<b>Customer Advocate</b>	<b>Digital Customer Strategist</b>	Customer Collaboration Associate	<b>Customer Success Manager</b>	<b>Global Customer Success Category Lead</b>
<b>Customer Support Consultant</b>	International Customer Support	<b>Customer Experience Expert</b>	<b>Digital Customer Experience Manager</b>	Supervisor Customer Experience	<b>Customer Success Operations Analyst</b>	<b>Customer Success Analyst</b>
Customer Support Manager	Customer Support Administrator	<b>Customer Experience Advisor</b>	<b>Int. Customer Experience Manager</b>	<b>Customer Exp. &amp; Quality Manager</b>	Customer On-boarding Specialist	<b>Chief Customer Officer</b>

Job across Sub-Categories

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Note: The represented data is derived from Draup's Proprietary Talent Module. Draup has analyzed 650M+ talent profiles to derive the job roles pertaining to the provided job functions and skillsets; Roles listed are not exhaustive.

Job Roles    Digitally Influenced    **Emerging**

Due to huge demand spike and competition from leading Tech companies and SaaS start-ups, Software companies are struggling to hire certain advanced job roles with New Age skills

Emerging Job Roles	New Age Technical Skills	New Age Functional Skills	Workload Insights	Job Demand Growth*
Customer Manager	<ul style="list-style-type: none"> <li>CMS Tools</li> <li>UI/UX Process</li> <li>Digital Experience Platforms &amp; Tools</li> </ul>	<ul style="list-style-type: none"> <li>Data Driven Decision Making</li> <li>Customer ROI Tracking</li> <li>Agile Management</li> </ul>	Drive and execute the vision for Customer Experience excellence that is aligned to the strategic customer segments' expectation	▲ 22%
Consumer Insights Strategist	<ul style="list-style-type: none"> <li>Data Visualization &amp; BI Tools</li> <li>Advanced Customer Exp. Analytics Tools</li> <li>DBMS Concepts</li> </ul>	<ul style="list-style-type: none"> <li>Consumer Sentiment Analysis</li> <li>Effective Listening</li> <li>Survey Crafting &amp; Analysis</li> <li>Persuasive Speaking</li> </ul>	Create commercial insights and reporting related to all aspects of the consumer journey and product effectiveness	▲ 24%
Customer Success Operations Analyst	<ul style="list-style-type: none"> <li>Advanced Data Analytics</li> <li>Advanced CRM System</li> <li>SQL Query Automation</li> <li>Advance BPM Tools</li> </ul>	<ul style="list-style-type: none"> <li>Customer Agents Performance Analysis</li> <li>Customer Satisfaction &amp; NPS Score Tracking</li> </ul>	Optimize existing success solutions/ process to improve efficiency/ease of use, reduce redundancy	▲ 30%
Customer Success Expert	<ul style="list-style-type: none"> <li>Advanced CRM &amp; Data Visualization Tools</li> <li>Lead Analytics Optimization</li> <li>Customer Success Suite – Gainsight etc</li> </ul>	<ul style="list-style-type: none"> <li>Customer Journey Mapping</li> <li>Customer Churn Prediction Analysis</li> <li>Non-Renewals Risk Forecasting (Customer Health Score )</li> </ul>	Provide data-driven insights and prepare customized reports with internal sales and customer success teams for business review meetings	▲ 27%

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Job Demand Growth refers to Demand In last 1 year vs Demand In last 3 Years

Note: Draup leveraged its corpus of 65M+ JDs and 650M+ professional profiles to extract relevant talent data such as workloads, skills, and Job responsibilities for the relevant job roles; Draup leveraged its database of 1M+ digital intentions for employers across multiple industries, extracted from sources such as news articles, job descriptions, video interviews, journals to analyse the digital strategies and use cases of peer companies.

Reskilling can be an effective tool for companies to meet the unmet hiring demand of New Age roles by training disrupted workforce with required digital skills



Traditional disrupted job roles can be reskilled to new age digital job roles by analysing skills gap

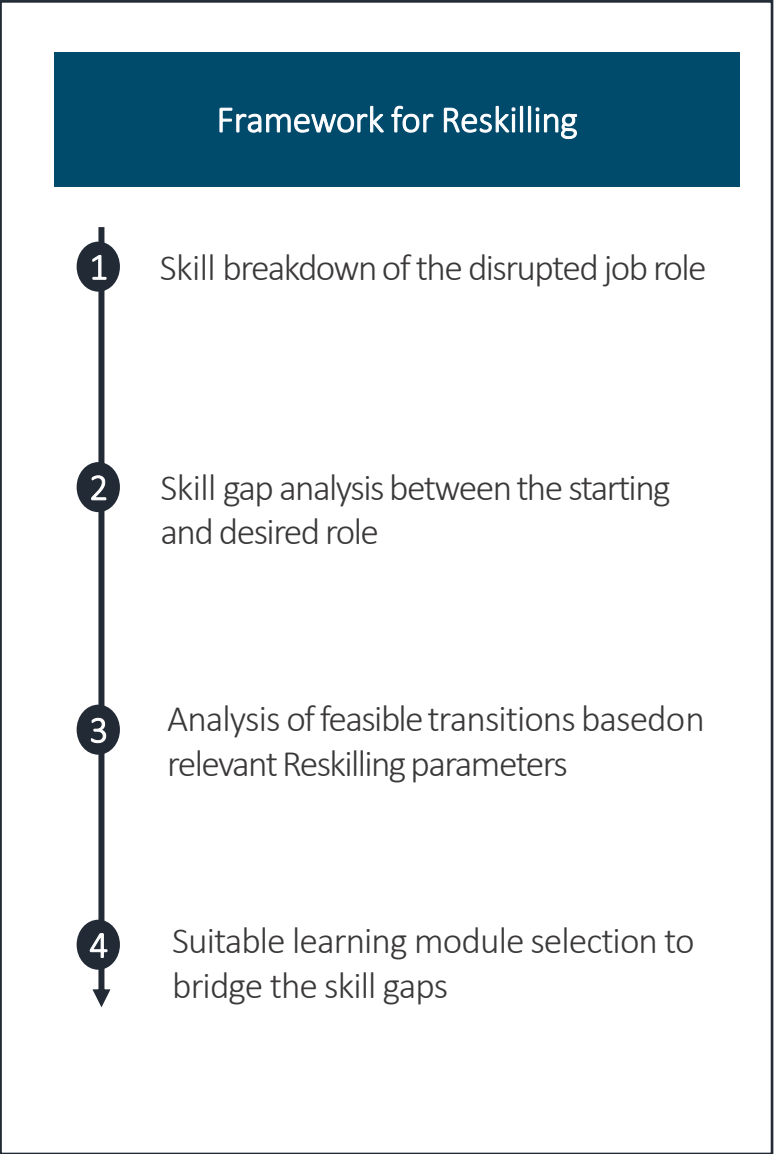
Sample Digitally impacted job roles

Service Desk Analyst
Call Center Associate
Customer Service Agent
<b>Customer Support Associate</b>
Customer Collaboration Associate
Helpdesk Manager
Escalations Specialist
Client Service Specialist



Sample in-demand Customer Success job roles

Client Relation Expert	▲ 13%
Customer Success Analyst	▲ 25%
<b>Customer Success Operations Analyst</b>	▲ 30%
Customer Marketing Specialist	▲ 18%
Customer Success On-boarding Specialist	▲ 23%
Client Retention Specialist	▲ 20%
Customer Training Manager	▲ 19%
Customer Service Consultant	▲ 16%



'Customer Support Associate' is analysed further for Reskilling strategies

Intensity of digital disruption



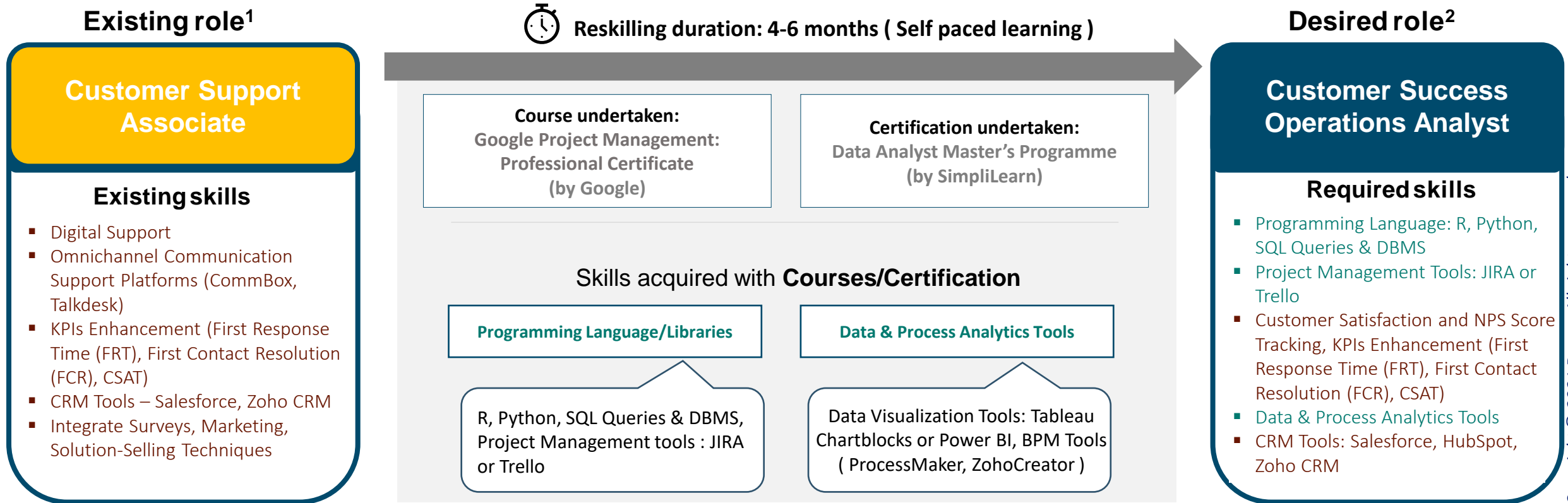
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Notes: Above analysis is done using Draup's 'Reskilling Simulator' and 'Reskilling Navigator' features. Existing Skills and Core skill gaps for Reskilling propensity have been identified for 4,500+ job roles through the analysis of relevant JDs from a dataset of over 1 Million+ Job Descriptions.

Through targeted learning modules, Reskilling can provide a viable career path to the traditional CS talent seeking to advance their career in same domain with New Age skills



**Sample Reskilling case study:** A traditional ‘Customer Support Associate’ transitioning into a high demand ‘Customer Success Operations Analyst’ role



**Existing skills** | **Acquired skills**

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1. Customer Support Associate considered here should have 4+ years experience with high overlapping skill sets of Customer Success Operations Analyst  
 2. During transition time (4-6 months), Reskilled Customer Support Associate can be utilised to cater basic level Customer Success Operations Analyst workloads and can be trained simultaneously inhouse to gain advanced expertise  
**Note:** Draup performs complex assessment around various other critical Reskilling parameters between existing and desired roles to understand skill gap and match it with relevant learning modules

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- **Alternate Career strategies for Customer Success roles to reduce high attrition rates**

**This section covers:**

- What variables contribute to high attrition at different levels of experience
- Alternate future path to Customer Success talent pool

High attrition in Customer Success has been a persistent and unaddressed challenge which is mainly due to uncertain and undefined future career path of CS talent within the organization

Sample illustration of how Reskilling can provide an alternate career path to adjacent functions within the organization

Key reasons for attrition of Customer Success roles across different experience levels

- Overlapping, and similar skill can be upskilled for adjacent job roles

- Undefined career path within organization
- Risk of disruption due to digital reporting, Analytical, and Project Management tools

- Higher risk of disruption due to automation & advance tools
- Repetitive workloads leads to low morale and burnout for the workers
- Uncertain Career Path

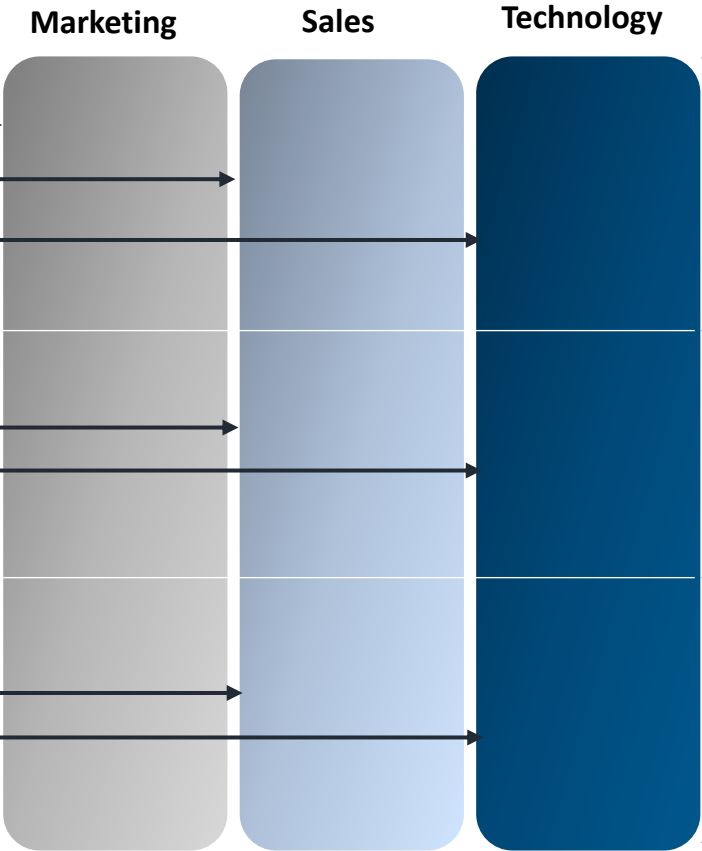
Experience Roles

Mid Level Roles

Entry Level Roles

Alternate career path within the organization

Sample Adjacent job functions with high overlapping skill sets of Customer Success roles



*(favourable for Upskilling to advanced proficiency level jobs due to high skills overlap)*

*(favourable for Reskilling to medium proficiency jobs due to moderate overlap skills like client handling, team management)*

*(Reskilling to basic proficiency in multiple domains is possible due to adaptable and favourable workforce)*

Alternate career path

Advanced

Medium

Basic

Note: Draup tracks 650M+ professional profiles and 65M+ Job descriptions annually. Transitions Developed using Draup's Talent Module. \* Starting Roles are external facing roles

Firms should aim to provide alternative career path to CS talent in adjacent functions, which would result in low attrition and help build a better employer brand in the job market

Customer Success professionals are well suited to advance into many adjacent functions due to high overlap of functional skillsets



- Customer Retention Manager
- Customer Success Manager
- Customer Support Manager

Mid-Senior CS Employees can be retrained and pursue high demand jobs



Customer Advocate	Sales Advisor	Product Manager	Marketing Manager	Sales Enablement Manager
UI/UX Manager	Category Manager	Brand Manager	Customer Success Engineer	Entrepreneur In Residence
Global Key Account Manager	SAP Consultant	Data Analytics Manager	Program Manager	Agile Coach



- Call Centre Associate
- Customer Service Agent
- Customer Service Specialist

Customer Service Agents can upgrade and work in high-demand positions



Social Media Specialist	Digital Account Manager	Inside Sales Associate	Category Associate	Digital Marketing Executive
Customer Relationships Analyst	Product Analyst	Sales Analyst	People Program Specialist	Business Analyst
Business Operations Analyst	CRM Analyst	Inside Sales Consultant	Retail Sales Consultant	Sales Manager

**Note:** Draup tracks 650M+ professional profiles and 65M+ Job descriptions annually. Transitions Developed using Draup's Talent Module. \* Starting Roles are external facing roles

**Reskilling Propensity**  
(i.e., likelihood of reskilling from Customer Success jobs into high demand Sales / Marketing / Tech jobs)

High
Medium
Low

Job roles with high demand in last 3 months (March to May, 2021)

# About Draup



**About Draup:** Draup uses Machine learning models to perform analysis provided in the report, Global HR leaders of leading firms are leveraging Draup for taking Data-driven Talent decisions



**Draup Capabilities & Data Assets**



**EMPOWERS DECISION MAKING IN**

- Reskilling**
- Strategic Workforce Planning**
- Recruitment**
- Diversity & Inclusion**
- Peer Analysis**
- Compensation & Benefits**
- University Relations**
- Mergers and Acquisitions**

and diverse other use cases...

**Draup for Reskilling:** Draup analyzes 4 Million+ career paths and associated skills to assist organizations in their Reskilling initiatives



**50M+**

DIGITAL AND DIGITALLY  
INFLUENCED  
PROFESSIONALS

**4.5K+**

JOB ROLES

**300K+**

PEER GROUP  
COMPANIES

**33**

INDUSTRIES

**65M+**

JOB  
DESCRIPTIONS

**100K+**

COURSES

**2.5K+**

LOCATIONS

**7K+**

UNIVERSITIES

**4M+**

CAREER PATHS  
ANALYZED

**30K**

SKILLS

**7K+**

DIGITAL TOOLS &  
PLATFORMS

**30K+**

UNIVERSITY PROFESSORS

**52**

MACHINE LEARNING  
MODELS DEVELOPED

**10M+**

DAILY DATA POINTS  
ANALYZED

**100+**

LABOR STATISTICS  
DATABASES

**1000+**

CUSTOM TALENT  
REPORTS



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