

2023

CUSTOMER SUCCESS INDIA SALARY REPORT



ABOUT THIS REPORT

2022 was a roller-coaster year for everyone in Customer Success. While ample opportunities existed in the first half, the year's second half saw layoffs and downsizing. Many CSMs were affected by the same.

This report is a result of an anonymous survey conducted in which 350+ Customer success professionals from India participated.

Compared to the last survey conducted two years ago, We noticed that the minimum and maximum pay ranges have increased substantially.

Companies have also started hiring Customer Success freshers, which is a good sign for fresh graduates.



TRENDS FOR Q1 2023

While the survey was conducted in November and December 2022, We continued monitoring the market since the beginning of the year. Many companies have stopped hiring or looking only for replacement hires currently. We can conclude the following:

- Customer Success salaries saw a **25% rise** compared to last year's salaries.
- Most startups offer a **15-25% pay rise** to the current customer success professionals.
- **EMEA and SEA** regions are growing and have started hiring candidates from India.
- There is a **45% rise in Ops Positions** across the globe. This reinforces that new organizations are setting up Customer Success Ops.

REPORT BACKGROUND

Out of hundreds of responses we received, **53% of** responses were recorded from Bengaluru, **38%** from Delhi NCR, and **9%** from other regions.

BENGALURU



DELHI NCR



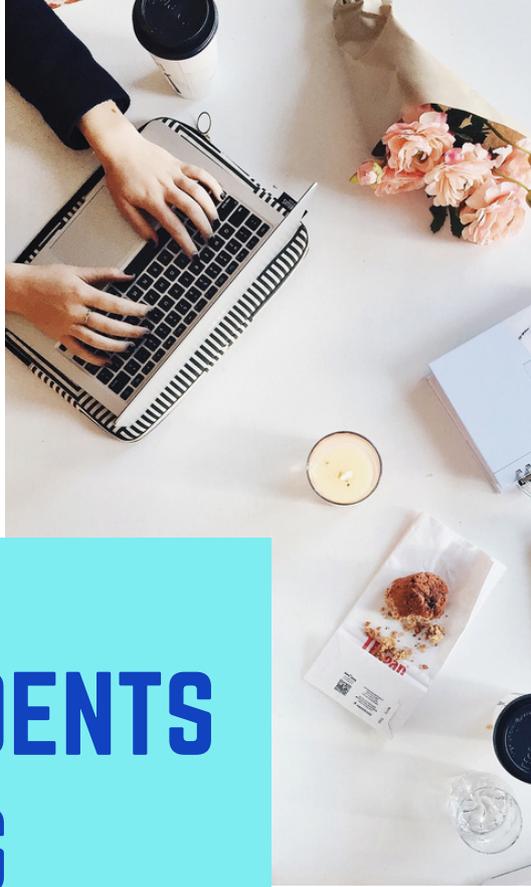
OTHERS



REPORT METHODOLOGY

While many respondents have submitted their compensation in USD or EUR, the majority have submitted this in INR,

For the same reason, We have converted all the other currencies to INR and it would be used in this report.



RESPONDENTS INSIGHTS

7 YEARS AVERAGE TOTAL EXPERIENCE

4 YEARS AVERAGE CS EXPERIENCE

80:20 TYPICAL CTC STRUCTURE

While we had respondents ranging from 6 months of experience to 21 years of experience, The most frequent and average total experience came out to be **seven years**.

On the other hand, our respondents had an average of **4 years** of experience in Customer Success.

We also asked CSMs about their CTC structure. Interestingly, Many companies have a fixed structure for the CSMs. However, most CSMs (~85%) had an 80:20 split between fixed and variable.

MAGICAL FACT #1

"Customer Success
Professionals in India have a
pay range between 5L to
1Cr. That's a whopping **20X**
difference"

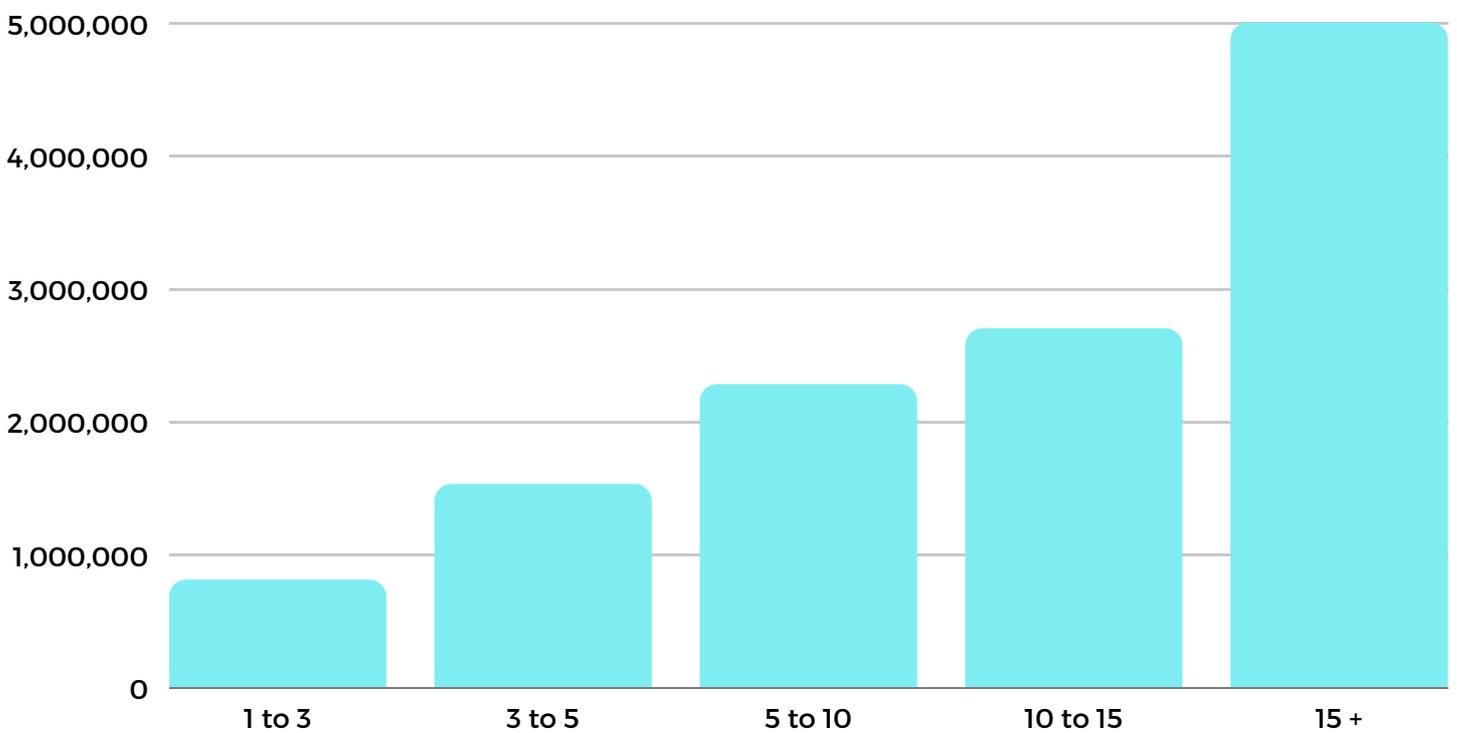


BENGALURU



What does our analysis says:

- The average salary for CSMs with 1 to 3 years of total experience was **8.1 Lacs INR**.
- The average salary for CSMs with 3 to 5 years of total experience was **15.3 Lacs INR**.
- The average salary for CSMs with 5 to 10 years of total experience was **22.8 Lacs INR**.
- The average salary for CSMs with 10 to 15 years of total experience was **27 Lacs INR**.
- Customer Success Leaders with 15+ years of experience make **50 Lacs INR** on average.



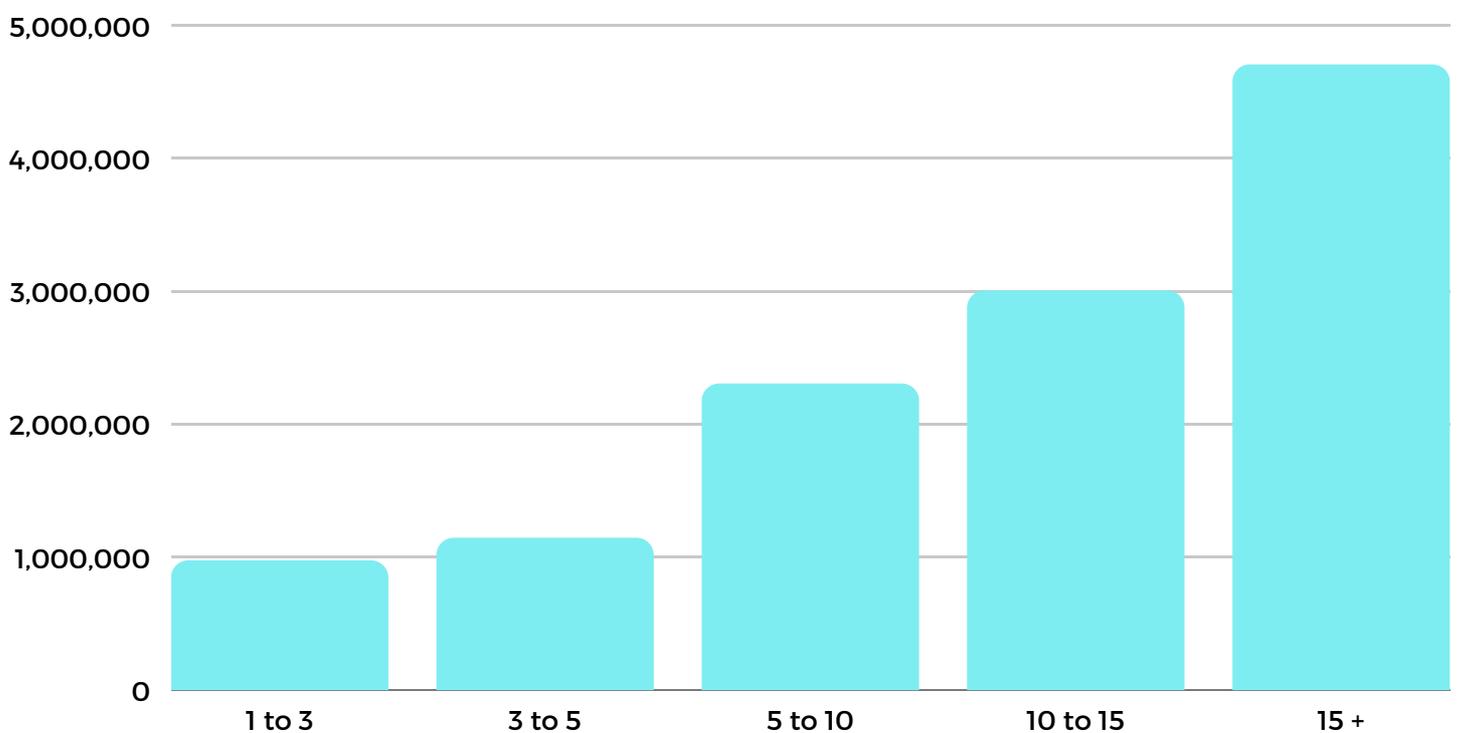
Experience vs. CTC

DELHI NCR



What does our analysis says:

- The average salary for CSMs with 1 to 3 years of total experience was **9.7 Lacs INR**.
- The average salary for CSMs with 3 to 5 years of total experience was **11.4 Lacs INR**.
- The average salary for CSMs with 5 to 10 years of total experience was **23 Lacs INR**.
- The average salary for CSMs with 10 to 15 years of total experience was **30 Lacs INR**.
- Customer Success Leaders with 15+ years of experience make **47 Lacs INR** on average.



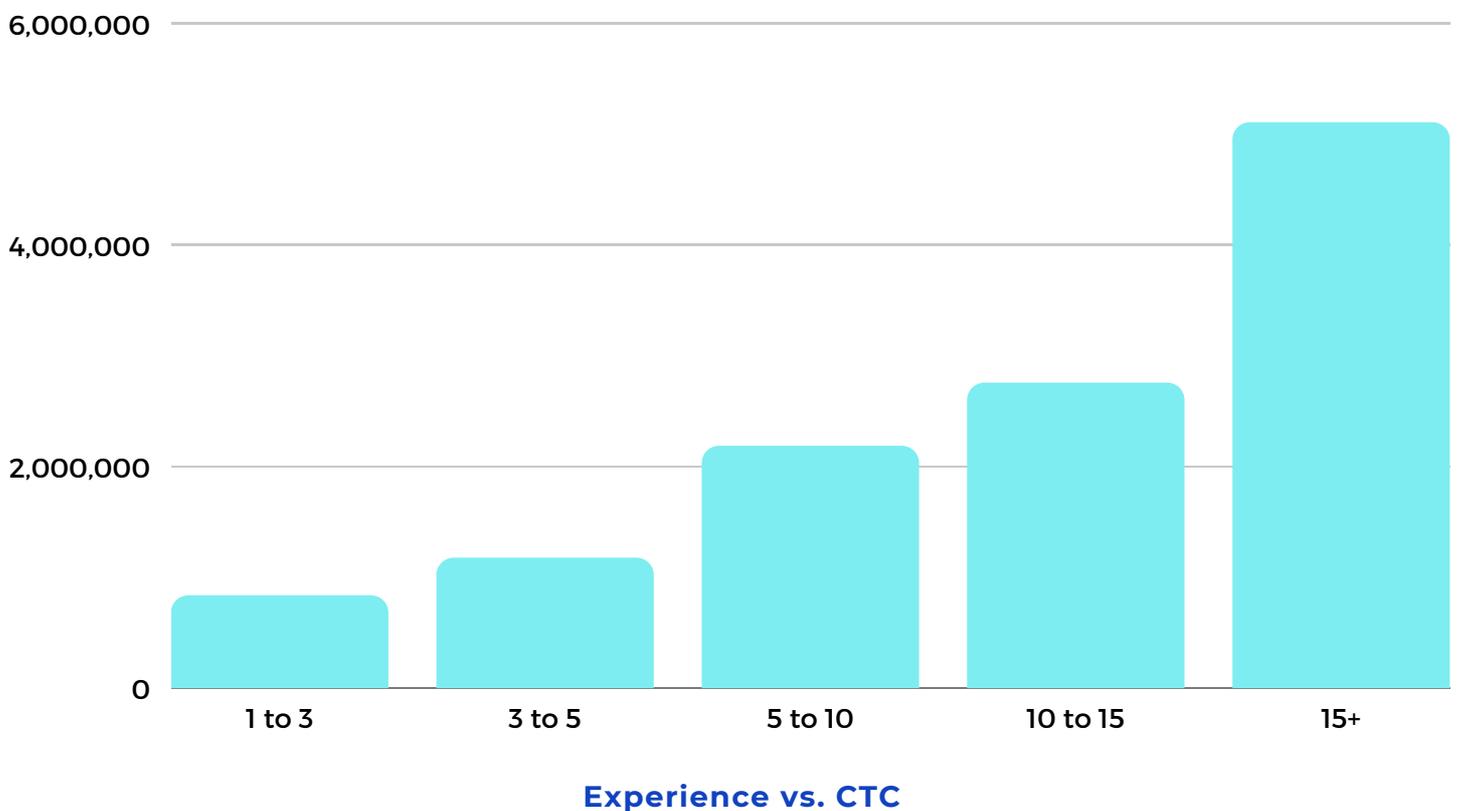
Experience vs. CTC

INDIA



What does our analysis says:

- The average salary for CSMs with 1 to 3 years of total experience was **8.3 Lacs INR**.
- The average salary for CSMs with 3 to 5 years of total experience was **11.7 Lacs INR**.
- The average salary for CSMs with 5 to 10 years of total experience was **21.8 Lacs INR**.
- The average salary for CSMs with 10 to 15 years of total experience was **27.5 Lacs INR**.
- Customer Success Leaders with 15+ years of experience make **51 Lacs INR** on average.



MAGICAL FACT #2

"80% of Customer Success Professionals recommend Customer Success as a profession. The average NPS was 8.3"

MAGICAL FACT #3

"Reducing Churn is still the **#1 KPI** for CSMs(~45%) followed by Improving Customer Health and Driving Upsells"



WHY THIS REPORT?

While many organizations are running compensation surveys, no one focuses only on the Indian market, which is way different from the western world. This was both a gap and an opportunity for me to run a survey like this for Indian Market.

The report that you see here is curated from the responses provided by CSMs all over India.

After clocking hundreds of hours in promoting the survey and analyzing the data, I am proud to publish a one-of-a-kind report for Indian CS Professionals.

I take this opportunity to thank all the people who took out time to fill out this survey and patiently waited for this report.



ANKIT AGGARWAL

Customer Success @MoEngage



HUNDRED OF CSMS

From CS-India Community

Special thanks to  SurveySparrow

**CUSTOMER
SUCCESS
INDIA
SALARY REPORT**

**THANK
YOU!**

ANY QUESTIONS?