

2024

# CUSTOMER SUCCESS INDIA SALARY REPORT



## ABOUT THIS REPORT

The year 2023 was slow for the startup ecosystem, marked by a funding winter and economic recession concerns. As a result, companies resorted to downsizing and only filling the critical roles.

However, this didn't deter Customer Success Professionals from switching employers, as evidenced by the numerous job change updates flooding LinkedIn. Notably, these job changes were mostly limited to junior-level positions, requiring no more than five years of experience.

This report is based on an anonymous survey that gathered responses from over 350 customer success professionals in India. The survey revealed a notable increase in minimum and maximum salaries compared to the previous year.



## TRENDS FOR Q1 2024

According to the data gathered from the survey conducted between December 2023 and January 2024, it's evident that:

- Customer Success salaries have witnessed a **14% increase** compared to the previous year.
- Most startups offer a pay raise of **8-15%** to their existing Customer Success professionals.
- The **EMEA and SEA** regions are showing signs of recovery.
- There has been a **35% surge** in newly created positions, such as operations, enablement, analyst, and program manager, indicating that companies are placing greater emphasis on Customer Success.

# REPORT BACKGROUND

Out of the hundreds of responses we received, **57%** of responses were recorded from Bengaluru, **32%** from Delhi NCR, and **11%** from other regions.

## BENGALURU



## DELHI NCR



## OTHERS



## REPORT METHODOLOGY

Standardizing Compensation Data for Accurate Reporting:

Our compensation report has been compiled from data submitted by respondents in various currencies, primarily INR, USD, and EUR. To maintain consistency, I converted all data to INR.

The survey has received responses from individuals in various roles across India.

# SLOWDOWN IMPACT

Of the responses we received, **63%** mentioned that the 2023 slowdown impacted their organization. This involved stopping appraisals and promotions.

## BENGALURU



## DELHI NCR



## OTHERS



## OTHER SLOWDOWN INSIGHTS

In another survey, It was found that 53% of companies have started looking for ways to reduce costs.

This involved:

- Limiting Travel Expenses
- Cutting Down Tools Cost
- Slashing Hiring Budgets
- Layoffs





# RESPONDENTS INSIGHTS

**7 YEARS** AVERAGE TOTAL EXPERIENCE

**4 YEARS** AVERAGE CS EXPERIENCE

**80:20** TYPICAL CTC STRUCTURE

Our survey revealed that respondents had varying experience levels, ranging from **6 months to 21 years**. However, the most frequent and average total experience was seven years.

Regarding their experience in customer success, respondents had an average of four years of experience in this field.

We also inquired about the compensation structure for CSMs. While many companies have a fixed structure for CSMs, most respondents (**~81%**) had an **80:20 split between fixed and variable pay**.

# MAGICAL FACT #1

"Customer Success  
Professionals in India have a  
pay range between 6L to  
1.25Cr. That's a whopping  
**21X** difference"

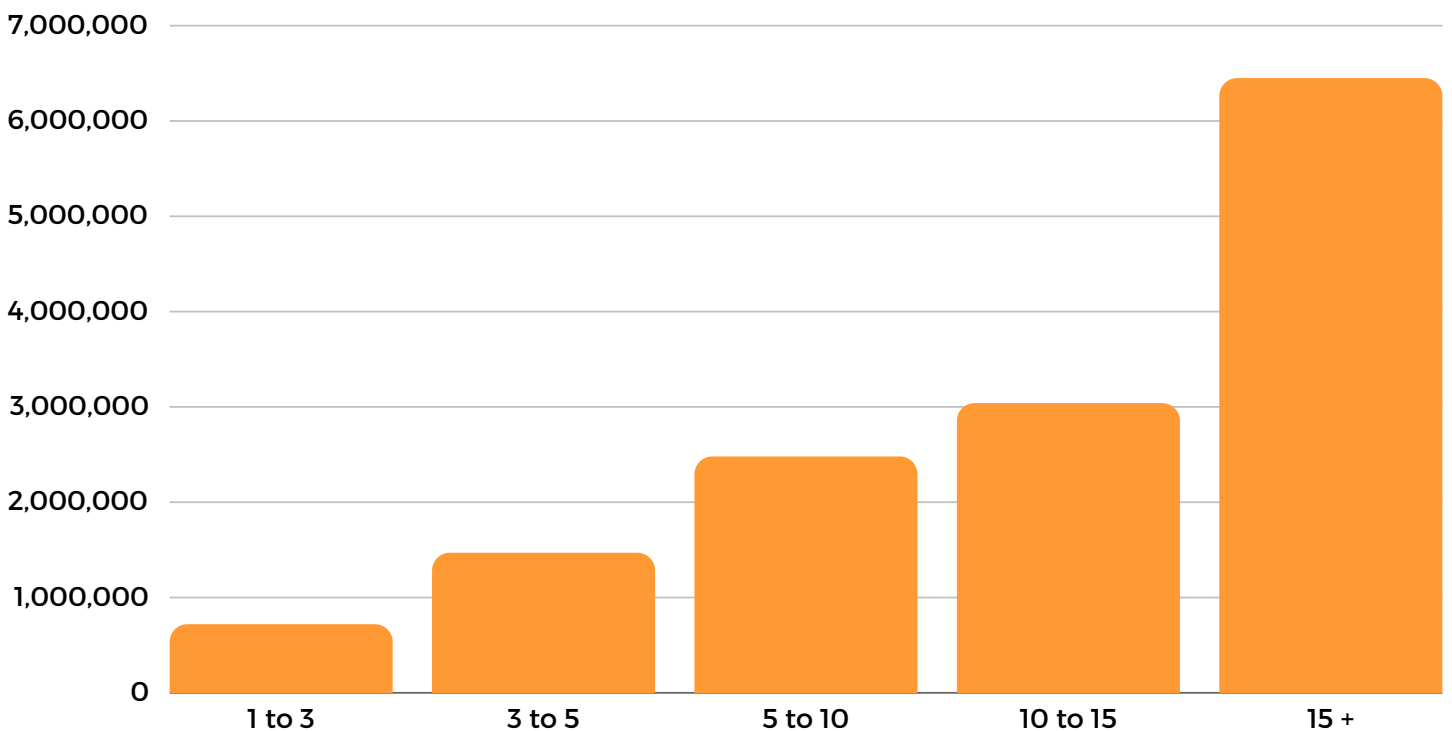


# BENGALURU



## What does our analysis says:

- The median salary for CSMs with 1 to 3 years of total experience was **7.2 Lacs INR**.
- The median salary for CSMs with 3 to 5 years of total experience was **14.7 Lacs INR**.
- The median salary for CSMs with 5 to 10 years of total experience was **24.8 Lacs INR**.
- The median salary for CSMs with 10 to 15 years of total experience was **30.4 Lacs INR**.
- Customer Success Leaders with 15+ years of experience make **64.5 Lacs INR** on average.



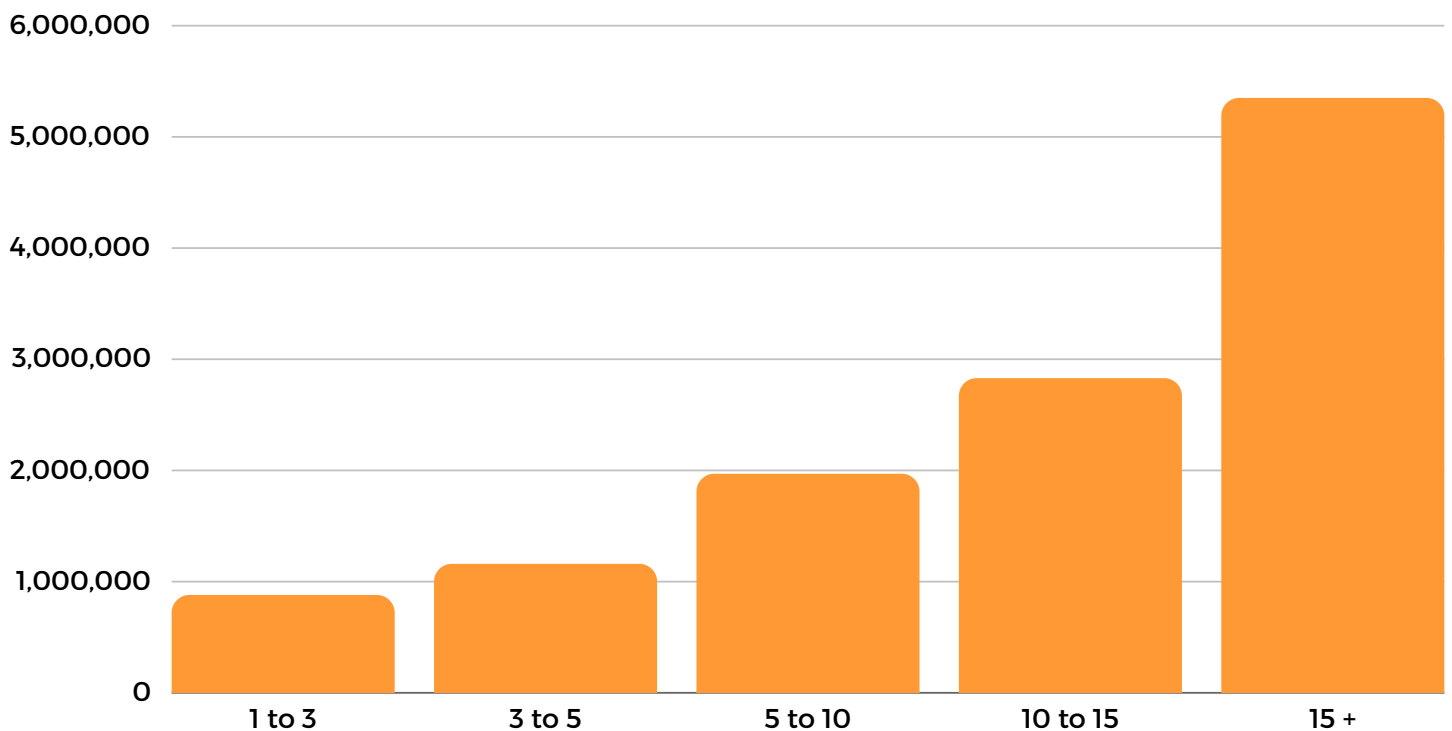
Experience vs. CTC

# DELHI NCR



## What does our analysis says:

- The median salary for CSMs with 1 to 3 years of total experience was **8.8 Lacs INR**.
- The median salary for CSMs with 3 to 5 years of total experience was **11.6 Lacs INR**.
- The median salary for CSMs with 5 to 10 years of total experience was **19.7 Lacs INR**.
- The median salary for CSMs with 10 to 15 years of total experience was **28.3 Lacs INR**.
- Customer Success Leaders with 15+ years of experience make **53.5 Lacs INR** on average.



Experience vs. CTC

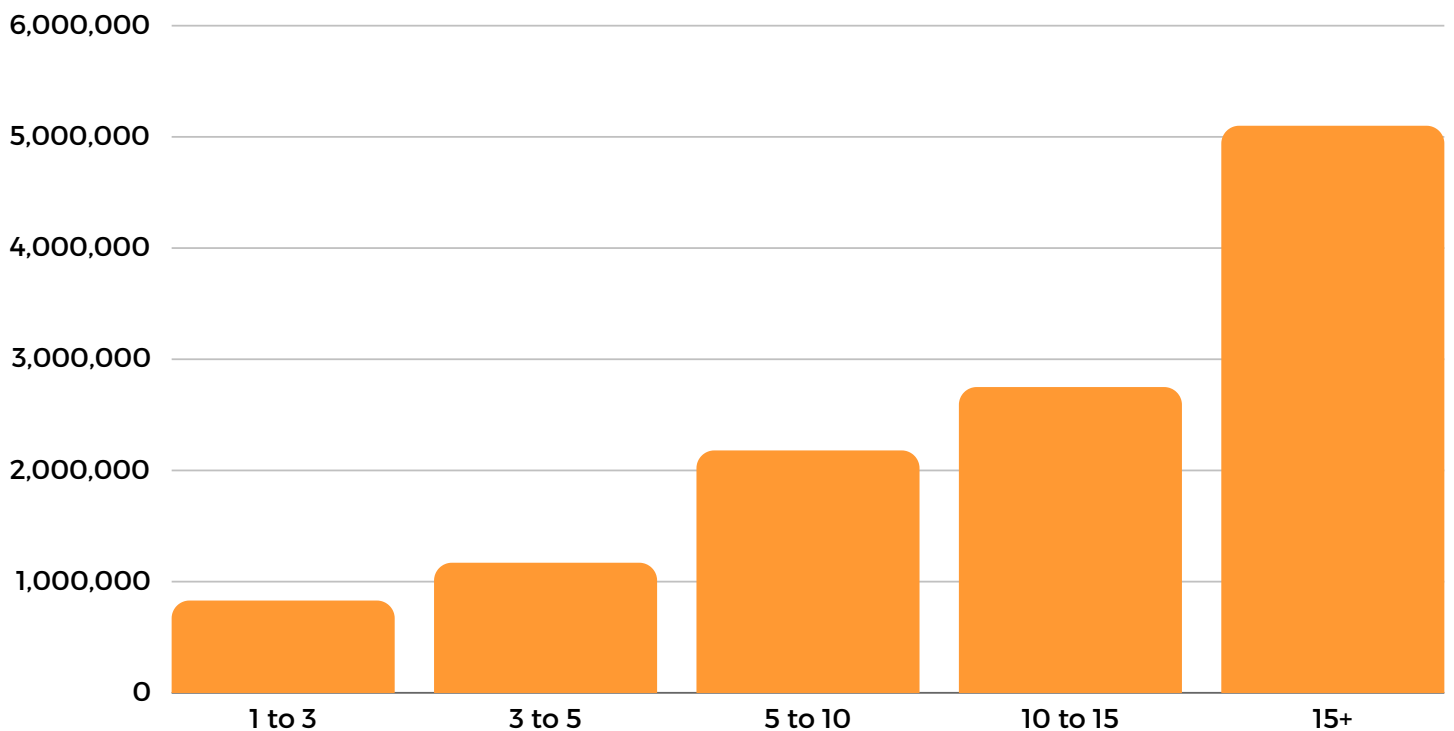


# INDIA



## What does our analysis says:

- The median salary for CSMs with 1 to 3 years of total experience was **8.1 Lacs INR**.
- The median salary for CSMs with 3 to 5 years of total experience was **12.1 Lacs INR**.
- The median salary for CSMs with 5 to 10 years of total experience was **21.2 Lacs INR**.
- The median salary for CSMs with 10 to 15 years of total experience was **29.5 Lacs INR**.
- Customer Success Leaders with 15+ years of experience make **54.6 Lacs INR** on average.



Experience vs. CTC

# MAGICAL FACT #2

**"82% of Customer Success Professionals recommend Customer Success as a profession. The average NPS was 8.4"**

# MAGICAL FACT #3

"Reducing Churn is still the **#1 KPI** for CSMs(~52%) followed by Improving Product Adoption and Generating Revenue"



# MAGICAL FACT #4

"Around **42% companies** don't have a Customer Success Tool or they use Excel/Google Sheets to manage their accounts"



# MAGICAL FACT #5

**"Hybrid is the new norm!  
50% of respondents  
mentioned that their  
organization has adopted  
Hybrid Work Policy."**



# WHY THIS REPORT?

Although there are numerous compensation surveys available, none are exclusively tailored to the Indian market. This creates a significant void and an opportunity for me to conduct a survey specifically for Indian organizations.

Enclosed is a report that reflects the responses of Customer Success Managers (CSMs) across India. After investing countless hours promoting the survey and analyzing the data, we are thrilled to present a unique report for Indian CS professionals.

I would like to extend our heartfelt gratitude to everyone who took the time to participate in the survey and waited patiently for the report's release.



**ANKIT AGGARWAL**

Customer Success @MoEngage



**HUNDRED OF CSMS**

From CS-India Community

**CUSTOMER  
SUCCESS  
INDIA  
SALARY REPORT**

**THANK  
YOU!**

**ANY QUESTIONS?**