

2025

# CUSTOMER SUCCESS INDIA SALARY REPORT



## ABOUT THIS REPORT

In terms of hiring, 2024 did not show a significant recovery compared to the previous year. The funding winter continued, raising **concerns about the potential replacement of Customer Success teams by AI**. As a result, most companies concentrated on replacement hiring while maintaining a strict budget through the end of 2024. However, we observed a rise in new roles beginning in February 2025, likely indicating that companies plan to expand this year.

This report is based on an anonymous survey that gathered insights from over 300 customer success professionals in India. The results revealed a subtle increase in minimum salaries compared to the last year.



## TRENDS FOR Q1 2025

According to the data gathered from the survey conducted between December 2024 and February 2025, it's evident that:

- Mid-level CS Salaries have witnessed a **20% increase** compared to the previous year.
- Leadership Salaries have come down. This could be due to the shrinkage of these roles.
- The **US and EMEA** CSMs earn better than CSMs handling other regions.
- Most companies are **discreetly hiring** for leadership positions, with a trend of recruiting individuals for roles that were never publicly announced.



# REPORT BACKGROUND

Out of the hundreds of responses we received, **64%** of responses were recorded from the South Region, **17%** from the North Region and **19%** from other regions.

## SOUTH



## NORTH



## OTHERS



## REPORT METHODOLOGY

Our compensation report is based on data collected from respondents in multiple currencies, mainly INR, USD, and EUR. To ensure uniformity, All figures have been converted to INR.

The survey has gathered responses from individuals in diverse roles throughout India.



# RESPONDENTS INSIGHTS

**5 YEARS** AVERAGE TOTAL EXPERIENCE

**4 YEARS** AVERAGE CS EXPERIENCE

**90:10** TYPICAL CTC STRUCTURE

Our survey revealed that respondents had varying experience levels, ranging from **1 year to 15+ years**. However, the most frequent and average total experience was five 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. We noticed a slight shift this year where half of the respondents mentioned that they have either **an 90:10 split between fixed and variable pay or 100% fixed salary**.



# CS SALARY FACT #1

“We observed a decrease in entry-level salaries for CS roles this year. The trends shows that new graduates are also entering the Customer Success field”

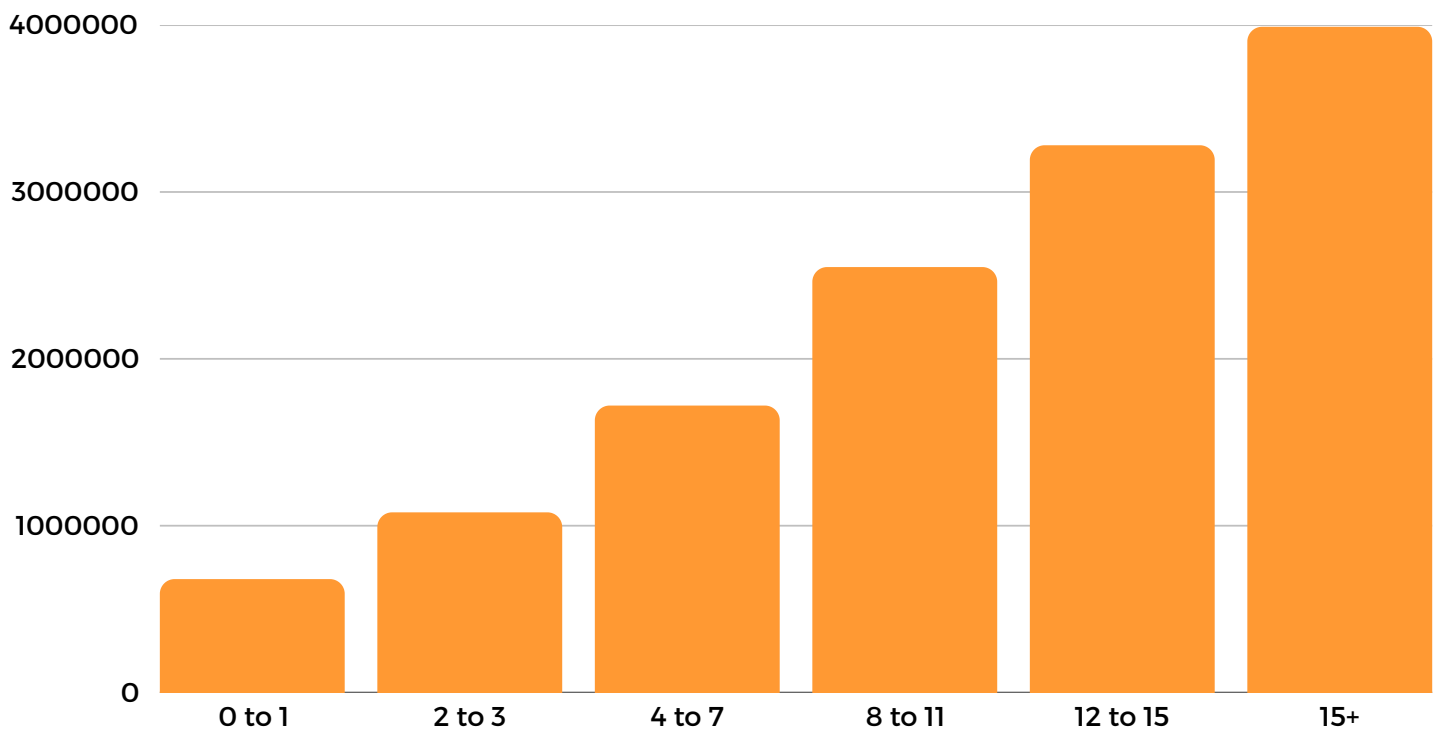


# SOUTH



## What does our analysis says:

- The median salary for CSMs with 0 to 1 years of total experience was **6.8 Lacs INR**.
- The median salary for CSMs with 2 to 3 years of total experience was **10.8 Lacs INR**.
- The median salary for CSMs with 4 to 7 years of total experience was **17.2 Lacs INR**.
- The median salary for CSMs with 8 to 11 years of total experience was **25.5 Lacs INR**.
- The median salary for CSMs with 12 to 15 years of total experience was **32.8 Lacs INR**.
- Customer Success Leaders with 15+ years of experience make **45.9 Lacs INR** on average.



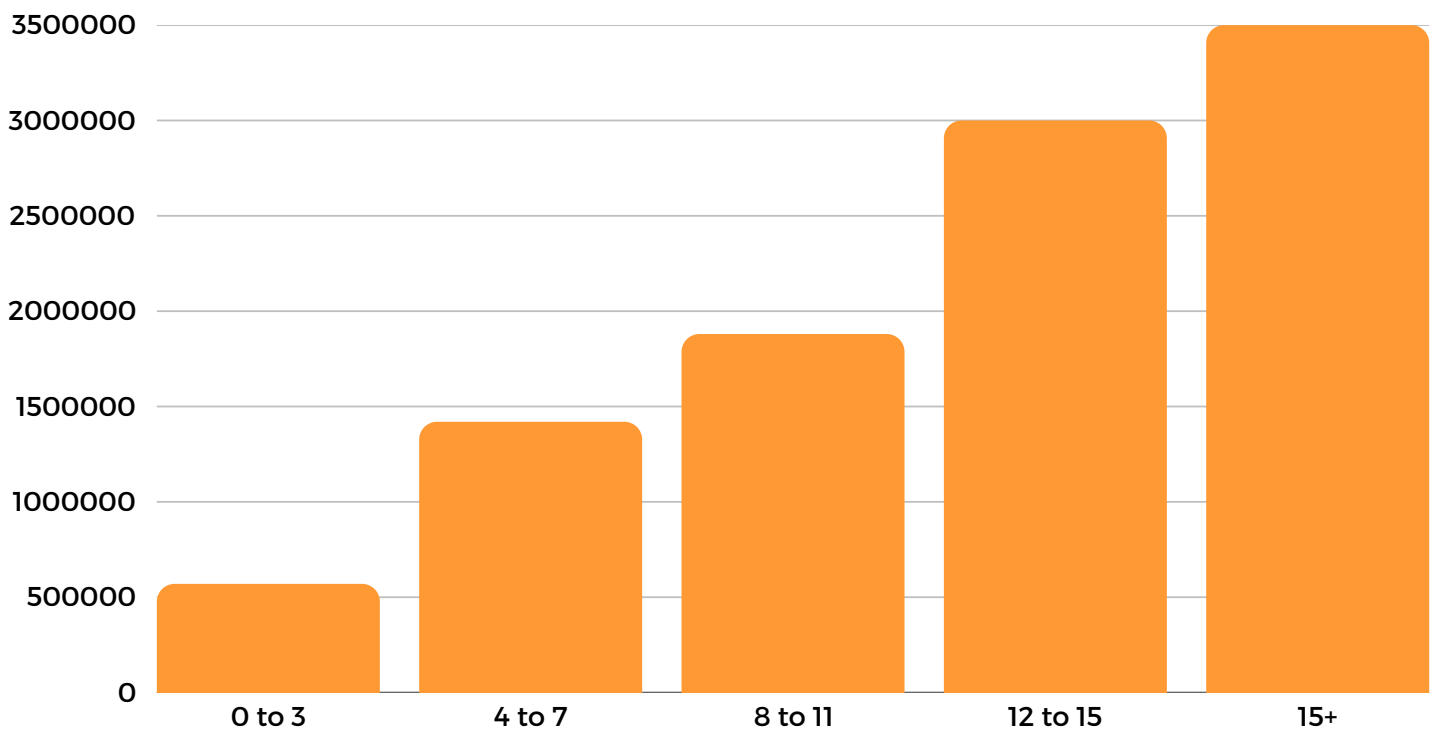
Experience vs. CTC

# WEST



## What does our analysis says:

- The median salary for CSMs with 0 to 3 years of total experience was **5.7 Lacs INR**.
- The median salary for CSMs with 4 to 7 years of total experience was **14.2 Lacs INR**.
- The median salary for CSMs with 8 to 11 years of total experience was **18.8 Lacs INR**.
- The median salary for CSMs with 12 to 15 years of total experience was **30 Lacs INR**.
- Customer Success Leaders with 15+ years of experience make **35 Lacs INR** on average.



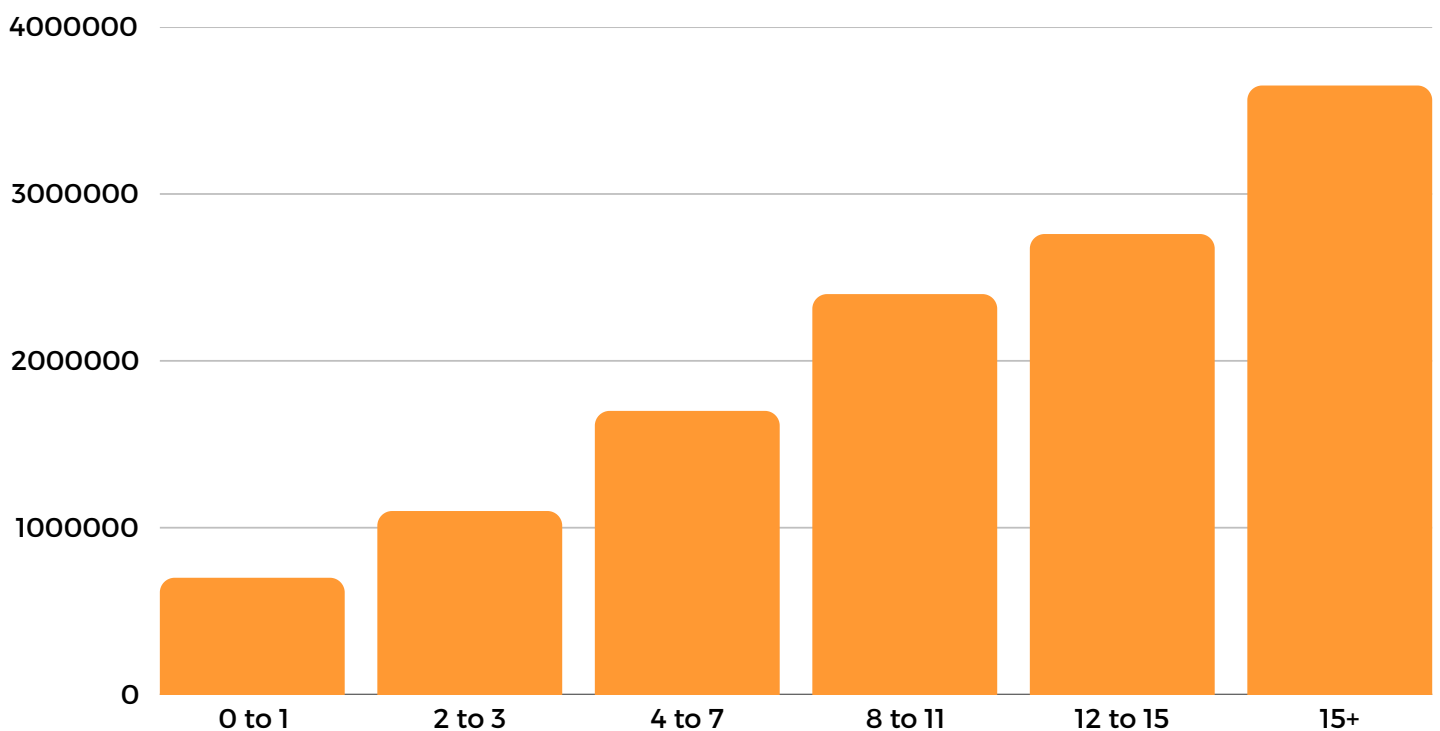
Experience vs. CTC

# NORTH



## What does our analysis says:

- The median salary for CSMs with 0 to 1 years of total experience was **7 Lacs INR**.
- The median salary for CSMs with 2 to 3 years of total experience was **11 Lacs INR**.
- The median salary for CSMs with 4 to 7 years of total experience was **17 Lacs INR**.
- The median salary for CSMs with 8 to 11 years of total experience was **24 Lacs INR**.
- The median salary for CSMs with 12 to 15 years of total experience was **27.6 Lacs INR**.
- Customer Success Leaders with 15+ years of experience make **36.5 Lacs INR** on average.



Experience vs. CTC

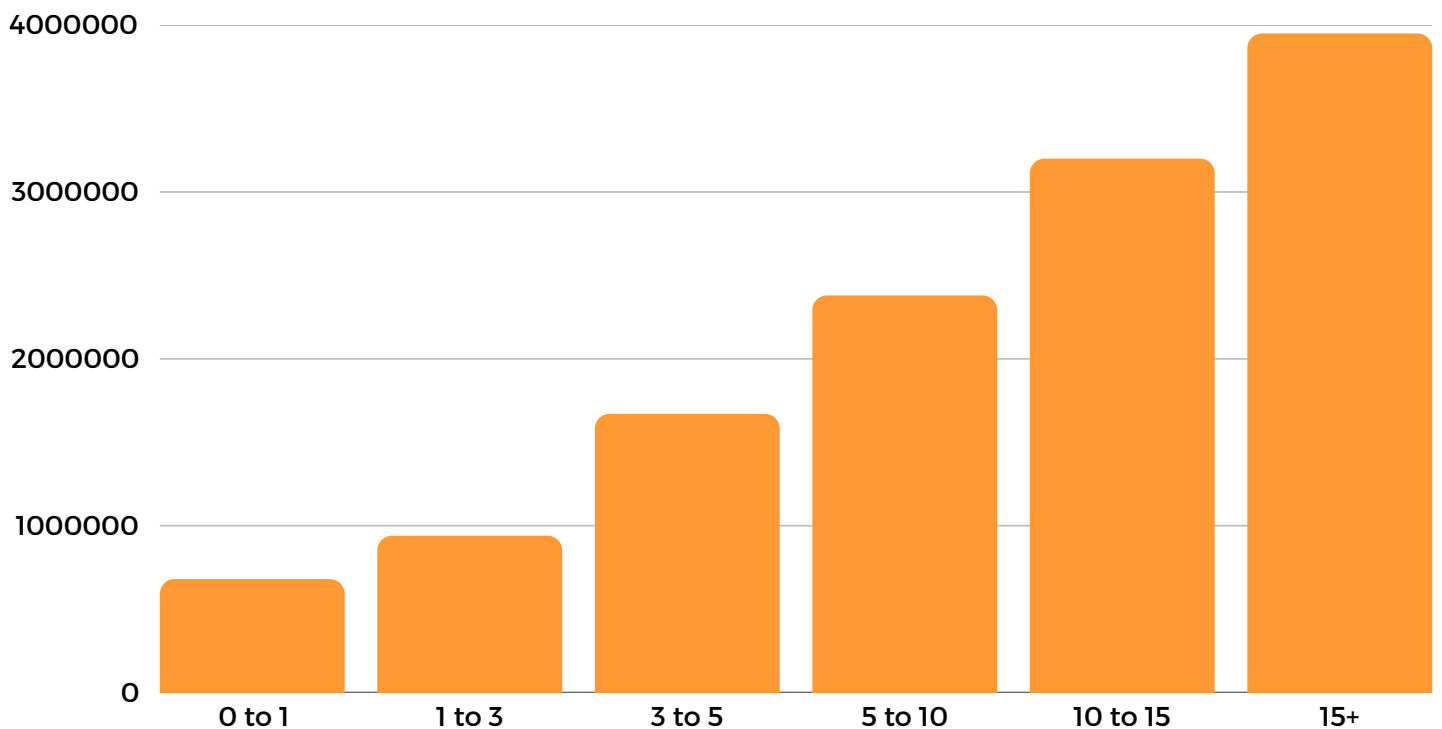


# INDIA



## What does our analysis says:

- The median salary for CSMs with 0 to 1 years of total experience was **6.8 Lacs INR**.
- The median salary for CSMs with 2 to 3 years of total experience was **9.4 Lacs INR**.
- The median salary for CSMs with 4 to 7 years of total experience was **16.7 Lacs INR**.
- The median salary for CSMs with 8 to 11 years of total experience was **23.8 Lacs INR**.
- The median salary for CSMs with 12 to 15 years of total experience was **32 Lacs INR**.
- Customer Success Leaders with 15+ years of experience make **39.5 Lacs INR** on average.



Experience vs. CTC



# CUSTOMER BASED INSIGHTS

This time, we also asked participants about the markets and the number of customers they handle. The survey responses yielded several intriguing insights.

CSMs serving the APAC region receive lower compensation compared to their counterparts in other regions. Salaries tend to increase progressively from East to West, with the highest salaries offered to CSMs managing the U.S. market, reflecting an approximate **40%** difference between the APAC and U.S. regions.

Additionally, around **22%** of participants indicated they receive additional allowances due to working night shifts.

**US** HIGHEST PAID REGION

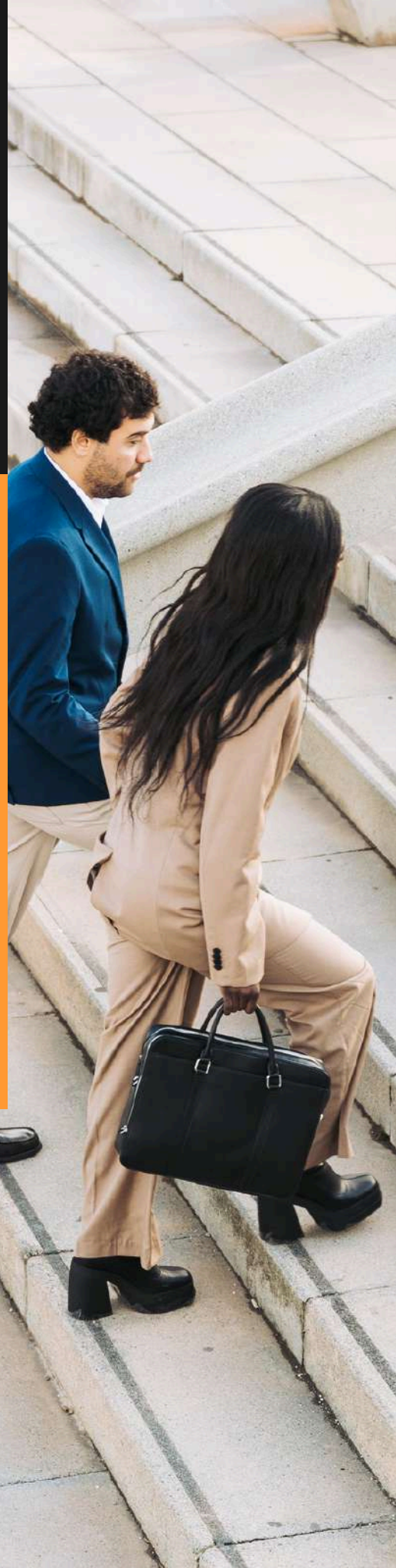
**APAC** LOWEST PAID REGION

**1-10** HIGHEST PAID CX HANDLED

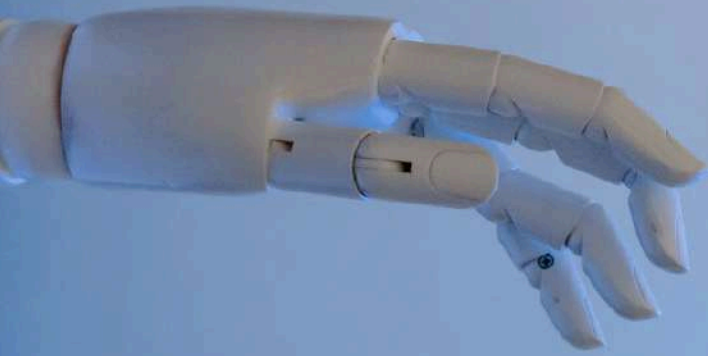
**100+** LOWEST PAID CX HANDLED

# CS SALARY FACT #2

"Enterprise CSMs handling less than 25 Customers make about 33% more than a Scale CSMs handling 100+ Customers"







# THE AI IMPACT

## DOCUMENTATION



## ONBOARDING



## SUPPORT



During the survey, we inquired about the daily challenges individuals encounter in their jobs. Although responses varied, certain sectors emerged more frequently than others.

These included:

- Product Documentation
- Customer Onboarding
- Managing Support Tickets

From the feedback we gathered, **80%** indicated that AI is currently addressing or has the potential to resolve these operational issues.



# CS SALARY FACT #3

**"86% of Customer Success Professionals recommend Customer Success as a profession to their friends"**



# PRIORTIES FOR THE CS TEAMS



**Reduce Churn**



**Maintain Account Health**



**Product Adoption**

During the Survey, We also asked people about their primary KPIs. The results reveal that Churn Reduction remains the top priority, with **36%** of respondents identifying it as their number one focus. This is closely followed by Account Health, which **26%** of participants ranked as their second priority.

Additionally, Product Adoption and Upsells emerged as the other two key priorities from the survey.

# CS SALARY FACT #4

"Around **41% companies** don't have a Customer Success Tool and rely on Excel/Google Sheets to manage their accounts"

# CS SALARY FACT #5

**"100% Remote is still a thing!  
30% respondents mentioned  
that their organization has  
allowed them to work 100%  
remote"**





# WHY THIS REPORT?

Despite the availability of numerous compensation surveys, none are specifically designed for the Indian market. This gap presents a significant opportunity for me to carry out a survey aimed solely at Indian organizations.

Included is a report that showcases the feedback from Customer Success Managers (CSMs) throughout India. After dedicating extensive hours to promote the survey and analyze the data, we are excited to share a distinctive report tailored for Indian CS professionals.

I would like to express our sincere gratitude to everyone who participated in the survey and patiently awaited the report's publication.

Join our [WhatsApp Community](#).



**ANKIT AGGARWAL**

Customer Success @MoEngage



**HUNDRED OF CSMS**

From CS-India Community

**CUSTOMER  
SUCCESS  
INDIA  
SALARY REPORT**

**THANK  
YOU!**

**ANY QUESTIONS?**