



Early Tester Survey Response Analysis

Purpose of the Survey

We recently ran a short campaign on LinkedIn to find a half dozen or so “Early Testers” that would agree to work reasonably quickly through our new *Certified CSM Professional (CCSMP)* self-paced online training and certification program for Customer Success professionals. The deal was that in return for being given access to the program for free, the “Early Testers” would provide us with detailed feedback about their experiences both during the program and after its completion.

We wanted to carefully pick the people to join the program so that we would end up with a diverse group that would represent the overall market for this type of training and certification program as best as possible. To help us achieve this, we asked each applicant to complete a simple online survey. We then reviewed the survey responses to help us to select the individuals that we felt would best serve our requirements.

As a secondary requirement, we also hoped that the overall level of interest in and response to the campaign would indicate a positive interest within the Customer Success profession for the types of training, certification and CPD services that we will be offering. Alongside the selection of people to join the “Early Testers” program, we therefore also considered the campaign to be a good test of market interest.

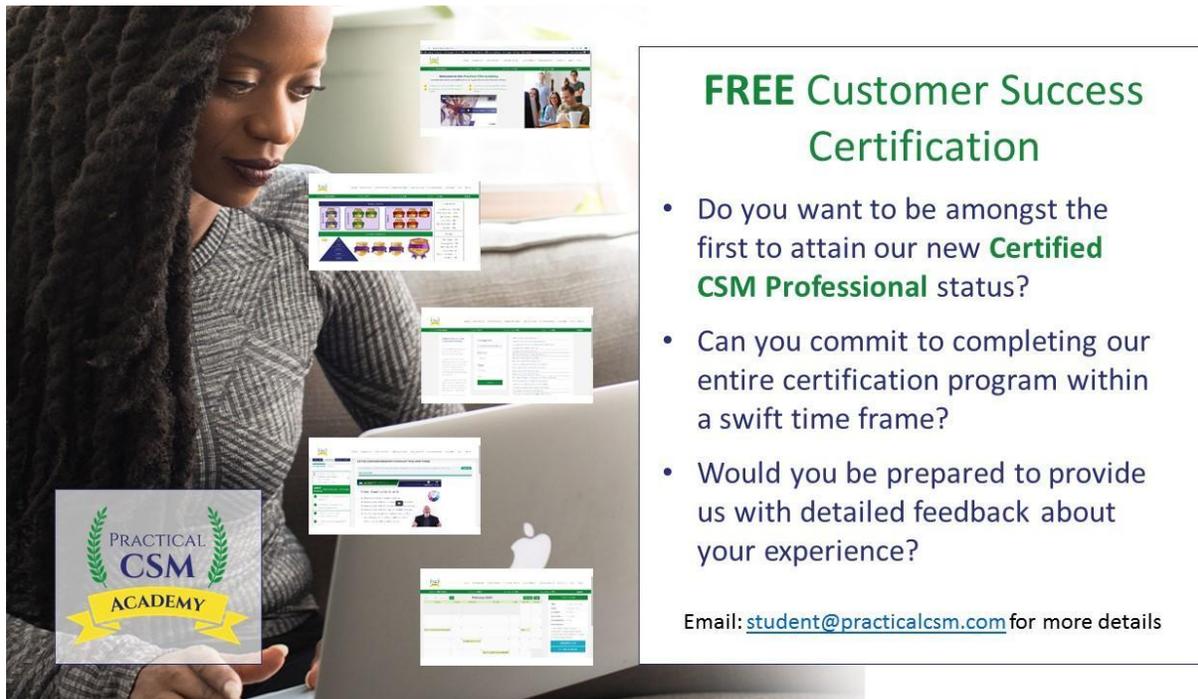
Survey Campaign and Responses

We ran the campaign to invite applicants over the course of five days, from Monday through to Friday, inserting one post on LinkedIn each day (plus a final one on Friday evening) and inviting connections to like, share and comment on the post in order to help it to reach the widest possible audience. Each instance of the post was identical. “Views” (which are the number of instances of a post showing up in someone’s new thread on LinkedIn, and do not therefore imply someone reading or even noticing the post) for the posts were as follows:

- Monday: 3,653 views
- Tuesday: 2,189 views
- Wednesday: 2,014 views
- Thursday: 1,495 views
- Friday: 936 views
- Friday: 351 views

TOTAL Views: 10,638

The post on LinkedIn comprise text and an image, and was designed to appeal to the target audience and be as simple as possible. Interested parties were simply asked to register their interested by sending an email to student@practicalcsm.com. The image used in each post is shown below:



From this campaign we received 120 responses from individuals who wished to register their interest in becoming a participant in the “Early Testers” program. Each respondent was sent an email containing more detailed information about the new *Certified CSM Professional (CCSMP)* self-paced online training and certification program for Customer Success professionals, and about the requirements of and expectations for the “Early Testers” program. They were also provided with a link to our online survey form for them to complete if they wished to proceed to actually apply. On the online survey form itself we requested the applicants to answer each question honestly, and we explained that we were looking for diversity in responses to help us select relevant people to join the “Early Testers” group, and as such there was no “right” or “wrong” answer.

Of the 120 initial email respondents, 59 went on to complete the online survey and apply for the role of “Early Tester”.

Survey Questions

We wanted to keep the survey as short and as simple as possible, partially in order to encourage the maximum number of responses, and partially to help simplify the decision making process when it came to the selection process. We asked a total of 13 questions, however some of the questions were purely administrative in nature, these being First Name, Last Name, and Email Address. Of the ten remaining questions, three were designed to immediately exclude anyone who was either unwilling or unable to apply themselves sufficiently to the studying and provision of feedback. These three questions related to Broadband Internet access, the willingness to study for a minimum of 5 to 10 hours per week for as long as it took to completed the certification process, and the willingness to provide written feedback on a regular basis both during your studies and afterwards. Applicants were provided with a simple Yes/No

option for these three questions. All three of these questions need to be answered in the affirmative in order for us to include the applicant as a possible candidate for the program.

The remaining seven questions were the “interesting” ones, which we designed to help us understand enough about each applicant’s current situation, background and capabilities to help us select the desired diverse range of individuals to form a group that would as best as possible represent the wider market. These questions were:

1. In which country do you live?
2. Please rate your level of competence in understanding written and spoken English from 0 (poor) to 10 (excellent)
3. What is the highest level of academic education you have attained?
4. What professional or vocational qualifications do you hold (leave blank if none)?
5. What is your current role (or last role if currently unemployed)?
6. How long have you worked in a Customer Success role?
7. Why do you believe you are a suitable candidate for the "Early Tester" program for the Practical CSM Academy "Certified CSM Professional" training and certification program?

Survey Responses

Question 1: In which country do you live?

We kept the question simple and let people write whatever they wanted in a text field. This did lead to some difficulty in collating the data, since some respondents from the USA for example wrote “USA” where other respondents wrote “United States” and so on. Had we anticipated a much larger response (eg multiple hundreds of respondents) we would have gone to the trouble of providing a dropdown list for respondents to select from.

We were hoping for diversity in terms of where people lived, since this implied diversity in terms of culture and we were pleasantly surprised with the response. Responses were as follows:

- USA: 24 applicants (40%)
- UK: 10 applicants (17%)
- India: 4 applicants (7%)
- Canada: 4 applicants (7%)
- Ireland: 3 applicants (5%)
- 1 applicant each from: Australia, Bulgaria, Chile, Finland, Italy, Kenya, Mexico, Pakistan, Poland, Saudi Arabia, Singapore, and Spain (24%)

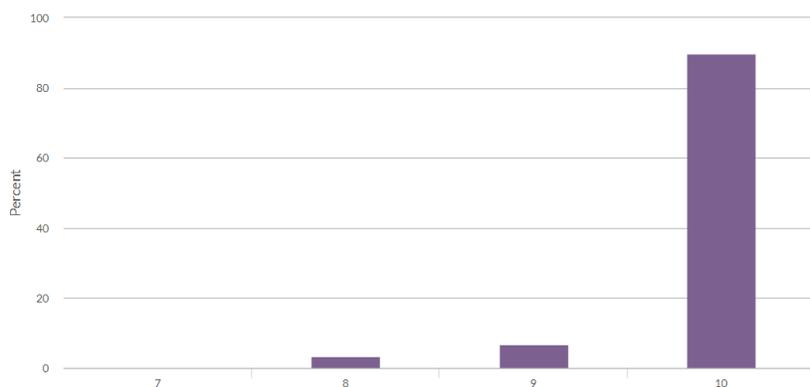


Question 2: Please rate your level of competence in understanding written and spoken English from 0 (poor) to 10 (excellent)

Currently the entirety of the Practical CSM Academy is in English language only. We recognize that this is a limitation in terms of its accessibility to the entire market, so we wanted to try to select at least some non-native English speakers within the “Early Testers” group to help us with making the site and its content as accessible as possible to those for whom the English language is less easy.

Respondents were asked to rate themselves out of 10 with 0 being “Poor” and 10 being “Excellent”. Four respondents answered with a 9 and two respondents answered with an 8. All other respondents answered with a 10.

This response was a little disappointing in its lack of diversity. The lack of diversity may be due to the nature of the current state of Customer Success Management where English is (as in much of the Information Technology sector) the dominant language and even in many organizations a requirement for all employees. However it may also have been due to some applicants rating their English language abilities higher than the reality out of concern that they may not otherwise get selected (even though it was clearly pointed out to applicants that we were looking for diversity).



Question 3: What is the highest level of academic education you have attained?

Applicants were given four options to select from. The responses were as follows

High School: 0 responses (0%)

Diploma: 6 responses (10%)

Bachelor degree (or equivalent): 31 responses (54%)

Master degree (or equivalent, or higher) 21 responses (36%)

Interestingly, no applicants selected the lowest option, and only 10% selected the next lowest option, leaving 90% of all respondents describing themselves as having received a university level education. This is a clear indication of the type of academic and intellectual caliber required within the Customer Success profession.

Question 5: What is your current role (or last role if currently unemployed)?

For this question, respondents were again provided with a text box (this time a smaller one) and invited to complete it in their own language. In a similar way to the previous responses, this did lead to a certain amount of interpretation needing to be applied to the responses to determine their meaning. On the plus side however, it did potentially lead to richer information being collected than might otherwise have been the case. We calculate that of the 59 respondents, 41 respondents (or 69%) describe themselves as currently occupying Customer Success Management roles of one type or another (this includes CS leadership roles). Of the remainder, 8 respondents (or 14%) had roles relating to sales or account management roles, which was the second largest group.



Question 6: How long have you worked in a Customer Success role?

For this question, respondents were asked to select one answer from the following options:

- I have not as yet worked in a Customer Success role (7 respondents or 12%)
- I have worked for up to 12 months in a Customer Success role (9 respondents or 15%)
- I have worked for 1 to 3 years in a Customer Success role (14 respondents or 24%)
- I have worked for more than 3 years in a Customer Success role (28 respondents or 49%)

We found it interesting and significant that of the interest shown for becoming a “Early Tester”, roughly half of that interest was from people with a minimum of three years’ experience and who might therefore be described as being more mature in their existing Customer Success knowledge, skills and experience. This indicates to us that there is a strong demand for more knowledge and for ways to certify that knowledge.

Value	Percent	Responses
I have not as yet worked in a Customer Success role	12.1%	7
I have worked for up to 12 months in a Customer Success role	15.5%	9
I have worked for 1 to 3 years in a Customer Success role	24.1%	14
I have worked for more than 3 years in a Customer Success role	48.3%	28

Question 7: Why do you believe you are a suitable candidate for the "Early Tester" program for the Practical CSM Academy "Certified CSM Professional" training and certification program?

This question was of course provided with a long form (or essay style) text box for respondents to complete as they desired. As would perhaps be expected, there was a wide variety of responses to this question, including many responses that indicated existing knowledge and experience in the Customer Success profession and many responses that indicated a strong desire to learn and ambition to succeed.

(No response details are shown, since the responses were too broad and wide ranging to show anything meaningful.)

Candidate Selection

We had originally envisaged limiting the role of “Early Tester” to just six places, in order to keep the quality of communication with these testers high and to ensure sufficient time was spent studying their feedback in detail. Following the survey, we decided to increase that number to ten in order to provide us with a wider diversity of knowledge, skills, experience and backgrounds within the group that we felt would in turn provide us with broader and richer information to learn from.

Selection Criteria Used

1. Experience

We decided that even though the majority (roughly 75%) of respondents had a year or more of experience within a Customer Success role, we wanted to pick a roughly equal number of people that had no experience of the role, that had up to one year of experience, that had one to three years’ experience, and that had over three years’ experience.

2. Language

We wanted to include several non-native English speakers in order to learn about how we could improve our offering to best meet the needs of these types of user, so we placed a bias towards those who answered the question on English language skills with an 8 or 9 rather than with a 10.

3. Previous Customer Success Training

We wanted to include a balance of people who had already attended specific Customer Success training (and who therefore may have certain expectations) and those who had not, so as to gain objective and subjective feedback from both sets.

4. Countries and Regions

We wanted to include a balance of people from a wide range of countries, obviously including the USA and the UK, but not limited to those two countries, even though they dominated in terms of percentage of respondents. We felt that this would help us to learn about whether cultural or other societal differences might impact how people learned or otherwise interacted with the Academy.

5. Work Backgrounds

We wanted to include people from a range of working backgrounds including sales/account management, service management, technical roles and other roles. This was in order to gain a wide and

diverse range of feedback from people entering the training and certification with different knowledge and skills.

6. Anything Else

Finally, we left open the opportunity for anything at all aside from the above to “catch our eye” and act as something that would either attract us towards or away from selecting any specific candidate. This was by its nature very subjective and therefore had the least weighting of the six criteria we employed.

Selected Participants

The quality of every single response was very high, and we felt that any randomly selected ten candidates would actually have served as a great “Early Tester” team. However, we had to reach a decision, and for logistical and financial reasons we were not able to offer the role to every applicant, and only ten applicants could be selected.

Based upon the criteria described in the previous section, the following ten candidates were selected to be offered positions as participants within the “Early tester” program (in no particular order):

First Name	Country
Brenda	USA
Stephen	UK
Tamara	Spain
Rumy	Canada
Mohamed	Saudi Arabia
Jayson	USA
Gereint	UK
Karan	Singapore
Ankit	Italy
Jebby	India

Congratulations to these ten candidates – we look forward very much to working closely with you over the next few weeks and we hope that you both enjoy and benefit from the experience of completing the *Certified CSM Professional* training and certification program with us. We will be in contact with each of you to let you know the next steps.

Thank You to ALL Participants

As previously stated, all of the candidates’ applications were of a very high standard and there was no one that we could not have chosen. We simply had to make a choice and we tried to do so using what we felt were the best criteria with which to do so. If we had chosen any of the other candidates we feel sure we would still have had a great “Early Adopter” team.

We want to say “thank you very much indeed” to everyone who took the time to contact us via email initially and especially to those who then spent the additional time completing the online survey form, we appreciate it very much.

For those who did not get offered a place on the “Early Testers” team, we want to demonstrate our appreciation for you by offering you a special discount price on the membership fees when we launch. This will be in the form of a unique voucher code which we will send out to you as soon as the Practical CSM Academy is fully launched (which will be within the next few weeks) so please watch out for this email as it will be worth money to you.

Lastly, we hope that the survey response information shown herein proves useful to all!

