About The Customer Success Technology (CSTECH) Vendor List Application

As the worldwide Customer Success profession has grown, the need for CS technology has increased dramatically, as has the number of vendors and products. Where once there were only 3 vendors in 2013, now there are over 200 in 2022 with more coming every month. The **Customer Success Association** began maintaining the list of vendors offering various kinds of technology for Customer Success groups in 2013. We expanded the CSTECH Vendors List to include a secondary page that mapped the functionality of a Customer Success Technology Suite and identified the vendors/products that served each category in 2018. Also begun in 2013 as a premium feature, The Customer Success Index, a searchable database of all kinds of CS resources, is now freely available to all visitors.

To be listed on the various pages and in the Index, you'll need to complete this application form. There is no charge for a basic listing on the CSTECH Vendors List, TechMap or for inclusion in **The Customer Success Index**. The Customer Success Association is strictly vendor-neutral; we never do anything that is in any way commission based, and what is offered to one vendor must also be available to all.

Note: If you want to be listed in the Customer Success Platform (CSP) / Management Systems (CSMS) category, then you'll need to fill out a separate specific application rather than this one.

If you have questions, please contact me directly: mikael@mblaisdell.com When you have completed this application, please email it to me at the same address.

1) Vendor Contact information

Name

Company

Title

Address

City/Town

State/Province

ZIP/Postal Code

Email address

Phone number

2) Please enter the URLs for the web pages describing your company and its product

Main web page:

Main Customer Success Technology product description:

Other pertinent page, if any:

3) Please provide a 50-word (max) description of your company for inclusion in The Customer Success Index:

4) Please provide the dates for the following company/product milestones.

When was the company founded?

[   ]

When was theproduct first released?

[   ]

When did the first paid customer go live?

[   ]

5) What is the size of your company?

○ 10 employees or less
○ 11-49 Employees
○ 50-99 Employees
○ 100 or more employees

Comments?

[   ]

6) What is your primary market focus?

○ Small to medium sized businesses (499 or less employees)
○ Medium to large sized businesses (500-999 employees)
○ Enterprise level businesses (1,000+ employees)
○ Enterprise level businesses (1,000+ employees)

Comments and Explanations:

[   ]

7) Which of the following additional income/revenue sources/conduits are in use by your company? Please check all that apply:

- ☐ None. (We only bill for subscription fees.)
- ☐ Enhanced usage billing (by # of transactions, capacity used, etc.)
- ☐ Paid implementation / On-Boarding / Integration Services
- ☐ Professional Services (Customizations, reports, etc.)
- ☐ Customer Success (Business consulting, coaching, analysis, etc.)
- ☐ Customer Support (Unbundled, as a separate product)
- ☐ Training (unbundled, as a separate product)
- ☐ Outsourcing (you provide trained personnel as well as your technology product)
- ☐ Metadata (selling usage reports or trend data)
- ☐ Other (Please describe in the comments box below)

Comments and Explanations

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8) Does your company maintain offices in more than one country?
If so, please identify the countries where your additional offices are located in the Comments area.

- ○ No, we only have offices in the country listed in Question 1 at the beginning of the application form.
- ○ Yes, our company maintains offices in two or more countries.
- ○ We have plans to open additional company offices in other countries in the future.

Comments and Explanations

9) Do you have commission-based or other paid relationships with any 3rd party consultants? If so, please identify which firms are involved.

- ○ Yes, we have commission-based agreements in place with 3rd party consultants
- ○ No, we do not have any commission-based agreementswith any 3rd party consultants
- ○ We sometimes use consultants as sub-contractors in our work with our customers.
- ○ We have plans to offer commission-based agreementswith 3rd party consultants in the future.
- ○ Other. (Please describe)

Comments and Explanations

10) Do you offer a self-driven demo online via your company's website?
(That the visitor can use all by themselves to see/test the functions and features of your application?)

- ○ Yes, the visitor doesn't need anyone else to be involved.
- ○ No, one of our staff members has to run the demo for the visitor

Comments and Explanations

11) Does your company put on conferences and/or support local meetings for Customer Success professionals?

[text box]

12) Does your company own an online Customer/product community?

○ Yes, we maintain our own online Customer Community. Please provide a link to the community page in the Comments and Explanations box below:

○ No, we don't have an online community

Comments and Explanations

[text box]

After consulting with a wide variety of senior members of the worldwide Customer Success profession, the below list of categories was developed for the Customer Success Technology Map page of *The Customer Success Association*. CSTECH vendors, senior CS executives, consultants, and customer-facing CSMs gave input, and the work is still in progress.

Some products may fit in more than one category, which is why vendors are asked to "check all that apply" in the following question. However, please note that your company website should have specific content that describes how a Customer Success group would use your product in each category you select.

If you want to be listed in the Customer Success Platform (CSP) / Customer Success Management Systems (CSMS) category, then you'll need to fill out a separate specific application rather than this one.

13) Which of the following functional areas does your application inherently support? Please check all that apply**.**

- ☐ **CSP:** Customer Success Platform / Customer Success Management Systems **CSMS** (Completion of a separate, specific application form is required in order to be included in this category.)
- ☐ CRM/SFA: Customer Relationship Mgmt / Sales Force Automation
- ☐ Analytics / Business Intelligence
- ☐ Analytics / Communications (e.g. Slack content, online discussions, email)
- ☐ Data Management Tools
- ☐ Surveying Tools: CSAT / NPS / CES
- ☐ Onboarding Management Tools
- ☐ Customer Support Case Management Systems
- ☐ Knowledge base / Wiki Systems
- ☐ Collaboration / Online Discussion Groups
- ☐ Communication tools (In-app, website, etc.)
- ☐ Communications Platforms
- ☐ Product Adoption / Management
- ☐ Project Management
- ☐ Learning Management Systems (LMS)
- ☐ Customer Nurturing Content / Marketing Automation
- ☐ Customer Advocacy / Testimonial tools
- ☐ Website Analytics
- ☐ Voice of the Customer - Customer Feedback
- ☐ Customer Journey Mapping Tools
- ☐ Other. (Please identify in the comments box below)

Comments and Explanations:

The Customer Success Association offers various opportunities for Customer Success Technology vendors, Consultants, Trainers, Recruiters, and Outsourcers to increase their brand awareness across the international CS community. These options include different forms of enhanced logo/blurb linkbacks to your company's website in various placements on the CSA site, production of video events and/or white papers, research projects, etc. If you are interested in receiving more information about these opportunities, or have questions, please provide a contact name and email address.

Yes, please send me more information:

Name

Email

Please join us in the conversations of ***The Customer Success Forum*** on LinkedIn, the largest, most active and fastest growing gathering of global CS professionals anywhere.