CUSTOMER SUCCESS MEETUP

The biggest unaffiliated customer success community in the world,
built by the community, for the community.
We have over 5,000 people participating in it
and run events coast to coast in SF and NYC.

CUSTOMER SUCCESS WEEK

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THANK YOU FOR JOINING US AT

MOMENT 2026

THESE SESSION MATERIALS AND ACCOMPANYING VIDEO RECORDINGS ARE FOR ATTENDEES AND MEMBERS

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MOMENT 2026

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AI in CS in 2026



YouMon Tsang
CEO and Founder, ChurnZero

Study sponsored by

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SUCCESS IN BLACK

7TH ANNUAL
2026 Customer Revenue Leadership Study

Insights into

- Economic impacts
- Customer GTM teams
- Technology
- Goals & Measurement

About the Study: State of AI in Customer Success

580
Customer leaders

70%
Director & Above

Series A
21%
Series B
26%
Growth/PE
30%
Established
23%

70%
of revenue comes from existing customers



This is the first year I don't have to be that guy who tells people they have to do more with AI.



No more AI deniers.

97%

Customer growth leaders use AI

80%

Formally fund it

Everyone is getting their hands dirty.

7/10

Built a tool

53%

Leaders optimistic

88% if you include cautiously optimistic :)

AI-Aided: Done.
AI-First: Not yet.

63% tactical / operational use

16% strategic / Ai-driven

4 in 5 teams stop AI before a decision.

Full autonomy (19%) is as uncommon as zero autonomy (22%)

Measurement is elusive.

49%

customer growth team say they have
no consistent way to measure AI.

CS teams are *really* struggling with measurement.

63%

Of CS teams have no consistent way to measure AI

Only 21% can track to revenue (compared to **57%** of sales teams)

But investment is real.

Where budgets are growing, AI get's the top priority

70%

Put money into AI

~50% going to training, headcount. customer programs

When budgets are shrinking

27%
are taking from AI

59% are taking from headcount

When headcount was reduced

52%

AI and automation are absorbing work

31%

Restructuring

14%

Budget pressure

In the next 12–18 months

40%⬇️

budget spend to AI

14%⬇️ spend to headcount.

AI washing is also real

Buyers beware

37%

say their public AI position matches how they operate

34% say it is more cautious internally
11% more positive externally

A look at the tools being built.

37%

custom assistants are officially sanctioned and supported

35%

of vibe-coded tools are in active use

76%

Builders report moderate/significant value from their tools

2%

Say tools are disappointing

Interesting aside

Customer growth teams citing five or more blockers to AI use build at a higher rate than teams citing only one.

Impact to the bottom line?

NRR

No change in the last 3 years. 😐

However,

65%

Of those reporting NRR of 100% or higher report using AI strategically

The CSM is dead, long live the CSM!

The Mandate is Clear.

But The Future Feels Unknowable.

- Measure
- Focus
- Grow
- Breathe it in

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Get the Study

What a day.

4 STAGES · 50+ SPEAKERS · ONE COMMUNITY

This is our

MOMENT

THANK YOU FOR JOINING US

SAVE THE DATE

MOMENT 2027

Tuesday, October 5, 2027

Convene, 225 Liberty · Same place. Same week.

SCAN FOR YOUR TICKET

ATTENDEE DISCOUNT CODES ARE IN YOUR POST-CONFERENCE EMAIL

UNTIL THEN

Keep the conversation going in the Community

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