

The Headcount Dilemma

How to *drive success* amidst headcount challenges

Customer Success leaders are no strangers to balancing ambitious goals with limited resources, but lately, the stakes are higher. Shrinking headcount – or static headcount whilst targets and customer numbers increase – is forcing tough conversations about budgets, team capacity, and, most importantly, customer experience. When resources are stretched, the ripple effects on retention and expansion goals can't be ignored. Whether you're working with fewer people or fighting for additional headcount, the path forward is about making smart decisions.

You've got a big number, but no extra heads...

As your customer base expands without additional headcount, you've got to figure out a way to help team prioritise because they can't do more infinitely.

WHAT YOU CAN DO

Scrutinize your resource allocation: are your team's efforts aligned with the right customers and therefore the most critical outcomes? Lean on technology to ensure you have a health score you can trust, freeing your team to focus on the customers who are most at risk, and therefore most impactful to your number.

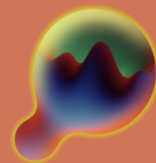


You've got a reduction in headcount...

You'll have to manage more workloads and adapt to new dynamics whilst maintaining a high level of service.

WHAT YOU CAN DO

Use customer health scores to proactively identify at-risk accounts and implement targeted interventions to prevent churn. Automate low-touch tasks such as onboarding emails, QBR reminders, and product education to free up time. Be transparent with customers about changes and set realistic expectations to maintain trust.



You need to maximize the impact of additional team members...

Adding new team members is an opportunity to fine-tune how your team operates and improve and deepen customer outcomes, uncovering expansion opportunities.

WHAT YOU CAN DO

Assign specific customer segments, processes, or initiatives to ensure accountability and engagement from day one. With more hands on deck, your team can proactively engage at-risk customers, address churn signals early, and ensure renewals stay on track with extra touch points.

