

"ChurnZero elevates CS..."

ChurnZero earns top score in the current offering category in The Forrester Wave™ Customer Success Platforms, Q4, 2023 Report.



Forrester's independent assessment of the top vendors in the market gives ChurnZero the top score in the current offering category and a Strong Performer designation based on criteria including engagement across the customer lifecycle, process and workflow, insights and reporting, data and technology, and support and guidance.

"In an evolving technology and economic landscape, 'growth at all costs' is no longer a viable go-to-market strategy," writes report author Shari Srebnick. "CS teams need to find alternatives to high-touch models and manual processes and invest in digital-led programs designed to meet customers where they are. This move will free up customer success managers' (CSMs') time to focus on areas of greater impact."

Forrester recommends that companies looking for **customer success software** look for providers that prioritize digital-led strategies for success at scale, leverage AI and machine learning, and include rich reporting and integrations out of the box.

The report cites ChurnZero's:

- strong in-app capabilities—described as "a game-changer" by a reference customer.
- "... strategy includes enhancements in predictive forecasting for CS teams."
- "continued investments into generative AI and prescriptive analytics."

"Midsize or traditional enterprises looking to upgrade their CS program with a more mature solution should consider ChurnZero," the report recommends.

[View The Forrester Wave™ Customer Success Platforms Q4, 2023 Report.](#)