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2021

# REVOPS CO-OP SUMMER SURVEY



RevOps Co-op

A community by  Funnel IQ

# SURVEY RESULTS

We appreciate everyone who responded to our survey! We believe that the best way to improve our community is to listen to our community members. Your feedback directly impacts how we move forward.



91%

**of the community gave us 4 or 5 stars**

We know we can do better, but that's a pretty great start! Our members are seeing value and have given us specific feedback on where we can improve.

"I'm always trying to learn and the community provides an excellent environment for that. There are really smart and helpful people in the community that are always willing to provide their support/help any way that they can. It's a great community."

"Others are so willing to meet 1:1 to help!"

"It's been phenomenal so far to learn from the best. Any suggestions, feedback, or recommendations with respect to RevOps, this is the first group I go to!"

"I think that this group has the best original content (revops co-op weekly) because it is highly relevant and actionable."

# SPECIFIC FEEDBACK

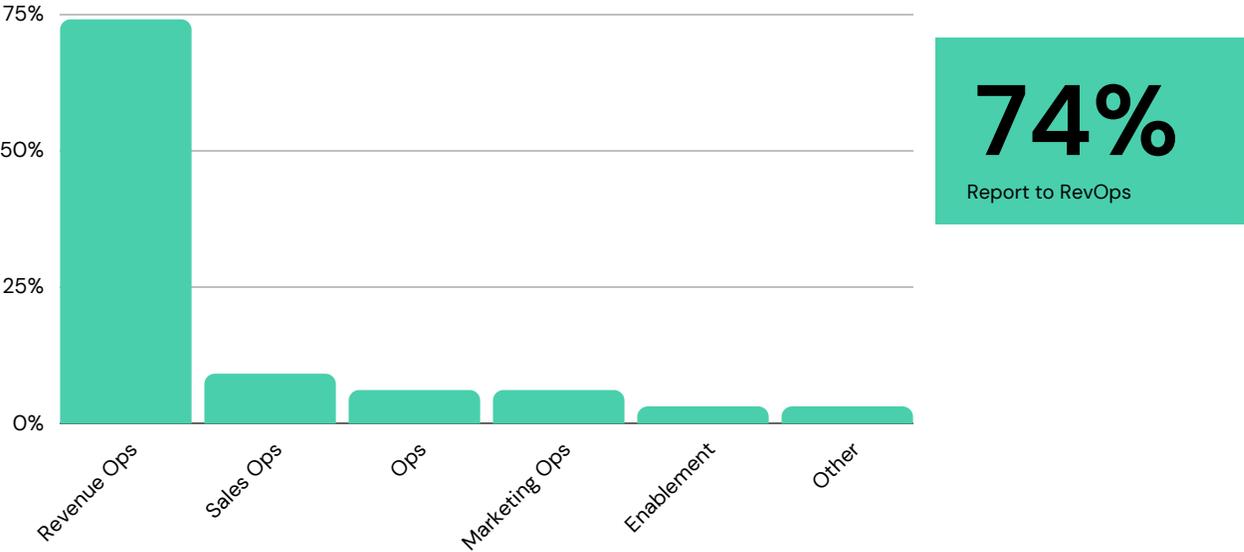
Gaps in the marketplace create an opportunity to provide even more value to our community members. We asked what we could do better, and you delivered some great ideas.

Area	Request	Future Improvement
Content	"I want to see case studies showing the steps a real company went through to solve a problem."	<ul style="list-style-type: none"><li>• Broaden webinar interviews to include case studies.</li><li>• Add more strategy into future best case content articles</li></ul>
Content	"I want in-depth tool review and product comparisons"	<ul style="list-style-type: none"><li>• Let's do it!</li></ul>
Community Focus	"Everything is very sales centric. I want to hear more about enablement, marketing, and customer success. RevOps is more than sales ops."	<ul style="list-style-type: none"><li>• Let's add some videos and group chat prompts around customer success and enablement to get the conversation going.</li></ul>

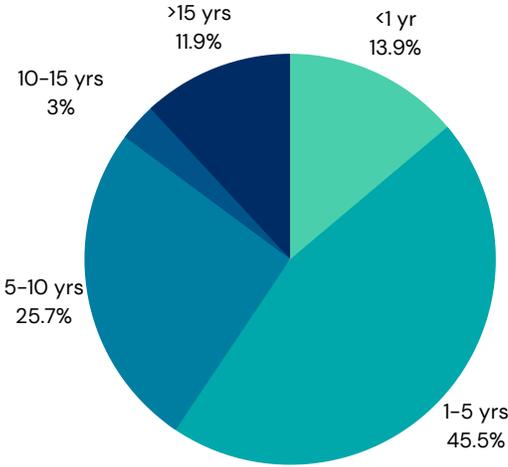
In order to understand how to best support our community, we had to understand who you are. RevOps is a newer discipline, so we weren't sure the distribution of RevOps curious vs. RevOps established. We also knew we had several vocal members in our community with a wealth of experience, but we weren't sure if that represented the vocal few or fit the broader community profile.

# About Our Community

Which department does our community report to in their organization?



We have a wide range of experience, and everyone is very eager to share what they've learned.



**41%** *Of our community has more than 5 years of experience*

# WHAT WE CARE ABOUT

We asked our community what their chief concerns were and where they want to focus today. That helps us understand how we can proactively help community members looking for a way to grow their career, implement a new tool, or stay on top of trends.



## No. 01 – Stay on top of industry trends

The only constant in our line of business is change. We want to stay on top of what's new and innovative.



## No. 02 – Uplevel my career

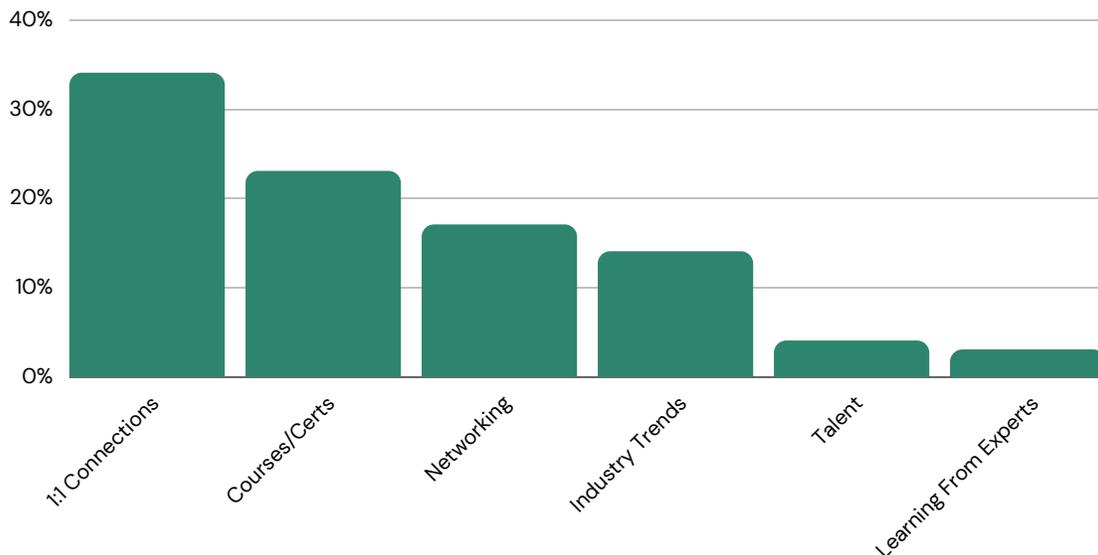
Navigating a promotion can be difficult depending on your current organization. We want advice and options.



## No. 03 – Find a mentor

A great way to uplevel a career is through mentorship. A good coach will help us find our opportunities for personal growth.

One-on-one connections/mentorship, courses or certifications, and networking were big trends. Which means we're looking for ways to create opportunities to meet those needs.



# HAVE A GREAT IDEA FOR THE COMMUNITY?

We've heard some great feedback, but if you have a stellar idea for a networking event, course, or any other way to address the needs our community members voiced above, let us know!

We're also happy to interview you and cover big company wins and how you navigated the challenge. In other words, a case study. We'd love to talk about your big project, how you got buy-in from the stakeholders, and how you tackled change management.

Drop us a line (contact info below) or hit us up directly on the community.

***We thank you for your continued support in our efforts to improve the RevOps Co-Op!***



## Contact

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