STATE of the COMMUNITY

💡 RevOps Co-op

Every year, RevOps Co-op does a pulse check to collect feedback from our 7,000+ member community.

We use all the data we collect to learn more about you and to guide new features and programs into our roadmap based on your needs.

2022

Community satisfaction

Each time we ask our members for feedback, they always deliver in a BIG way!

★★★★★ **4.6 out of 5**

That's a 15% **increase** from the previous community survey!

"I love the RevOps Co-Op community! Just a bunch of smart and funny Ops nerds helping each other to make life easier for revenue teams and ourselves!"

Alisa Goldschmidt

"RevOps Coop provided me a place to learn and share experiences while also meeting great professionals, this not only accelerated my career but open some job opportunities in the field."

- Andre Schmitt

"RevOps Co-Op provides a very valuable and focused mix of mission critical resources for RevOps practitioners at all levels, from networking, mentorships & coaching to best practice sharing and joint problem solving."

- Marcus Bening

"There are great interactive peers who are open to help, active conversations on slack from which we can take back something at least each day, opportunities and resources to enhance our minds with RevOps to stay up-to-date!"
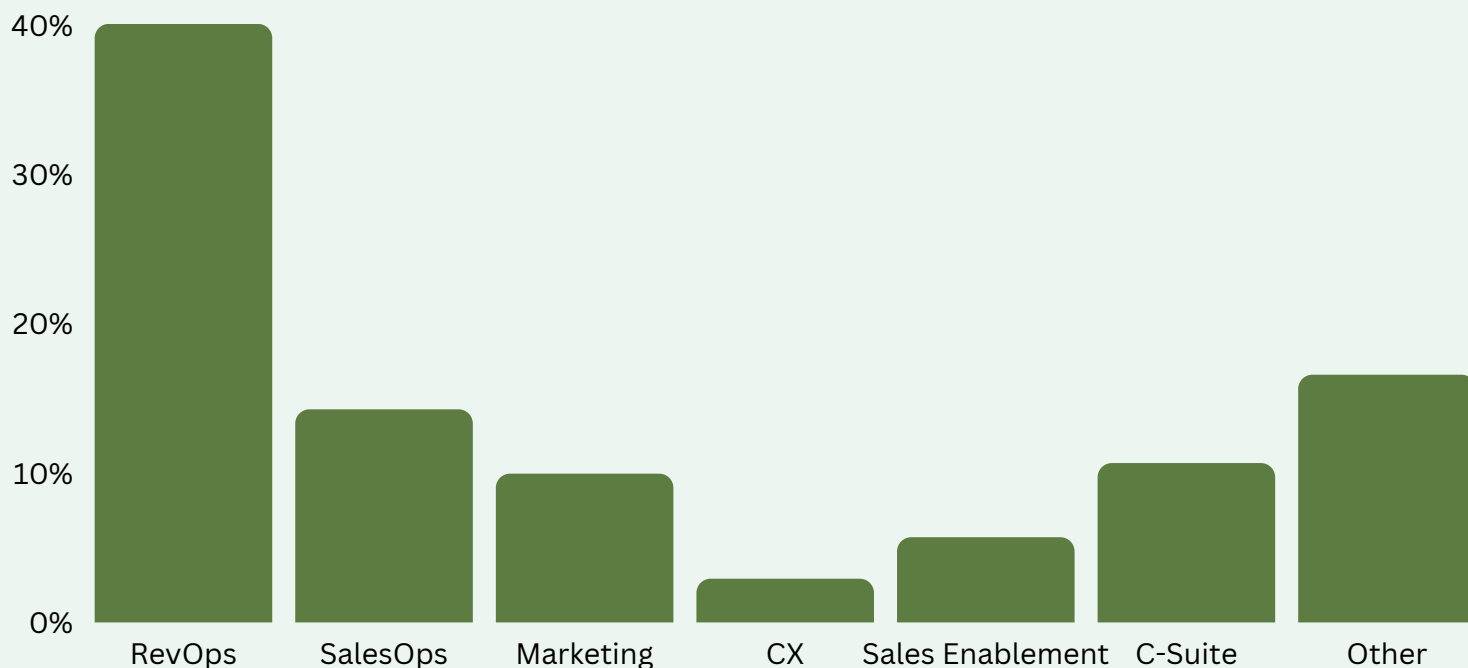
- Bhavana Prakash

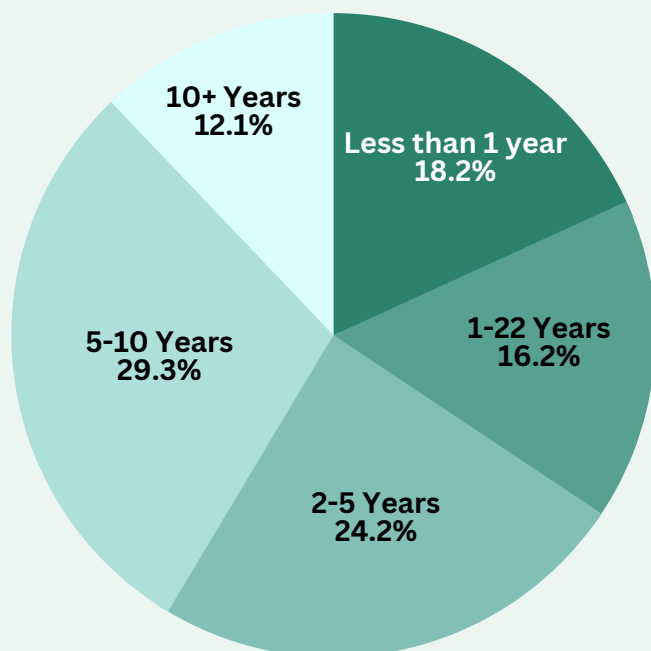"RevOps Co-op is truly the most engaged and not "spammy" community I've ever seen!"

- Andrey Talalaev

Community demographics

Who's here anyway? The RevOps Co-op has grown into a diverse community covering critical roles in organizations.

Community Members by Roles

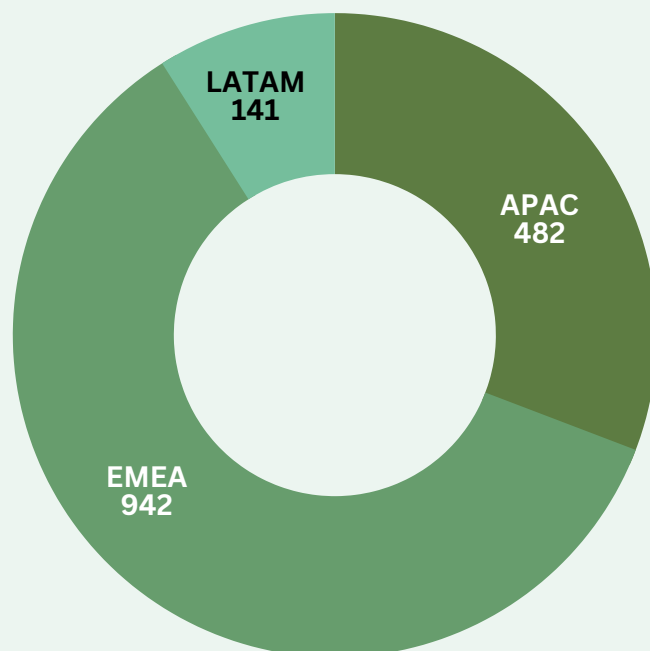| Role	Percentage
RevOps	40%
SalesOps	~14%
Marketing	~10%
CX	~3%
Sales Enablement	~5%
C-Suite	~10%
Other	~16%

Years of Experience

- Less than 1 year: 18.2%
- 1-22 Years: 16.2%
- 2-5 Years: 24.2%
- 5-10 Years: 29.3%
- 10+ Years: 12.1%

Members Beyond North America

- LATAM: 141
- APAC: 482
- EMEA: 942

A look back at our 2021 report

Here's a look back at our previous survey what we learned from our members and how we actively took feedback and did something about it.

What you asked for	The action we took
1:1 connections	We implemented Meetsy, which curates member introductions
Courses + Certifications	We partnered with Jeff Ignacio to bring you Unleashing R.O.I.
Networking	We hosted in-person Happy Hours and virtual Hangout events. (Meetsy is in this category too)

Current struggle trends

We asked about your current challenges and here's what you told us was top of mind.

PRIORITIZATION - 13%

"Prioritizing is always the struggle, the balance of strategic long-term work and tactical work that sometimes appears the same day it needs to be done."

BUY-IN - 11%

"I am currently building stakeholder support to formally switch [from the Sales Team org] to a RevOps model. Right now, I need to refine the differentiators that make this a compelling move for executives to buy in."

"Delivering measurable value to sustain credibility. Justifying existence. Measuring ROI on projects that really are fundamental or foundational for other future high ROI initiatives when there is little (but more to come) - ie sfdc rearchitecture"

LACK OF SKILLS - 10%

"I'm a one-woman show introducing RevOps and helping my company transition into RevOps. I need help with best practices, mentoring to discuss and ensure my mindset in on the right path, validate ideas but also what else could I do that I have not thought about yet."

"Limited training, lean team."

Easy wins

When it comes to the specific requests we receive for new community features, some asks are easy to implement OR are already underway.

01 **"Adding more course content..."**

We're launching TWO more courses in Q1 2023: Sales Operations Masterclass + Product Management Fundamentals for RevOps

02 **"...Events in European time zones"**

Did you know we have over 400 members in the EMEA time zones? Let's start a monthly Hangout there!

03 **"Revamping mentorship and Meetsy calls..."**

We can upgrade the feedback offerings and remove those that ghost a certain number of times for a more valuable experience.

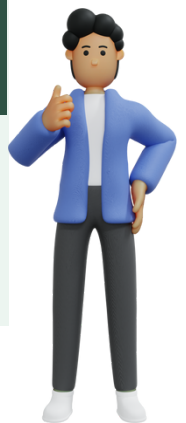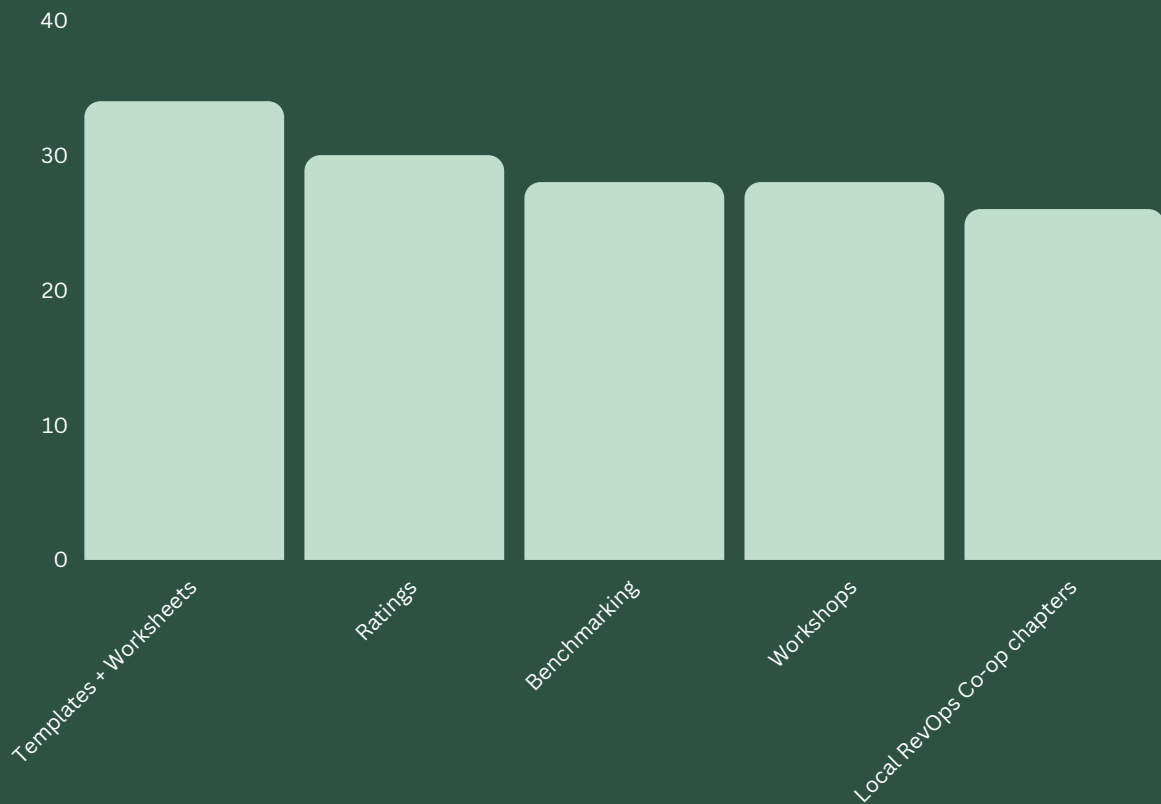**04** **"Orgchart structuring would be of huge help."**

This is a great candidate for benchmarking to find out how other members are achieving this. Let's set it up!

What you really, really want

We asked you what kind of programming you would like to see more of in this community to help you achieve your goals. This gets our gears turning for what to focus on in the next year as we continue to grow.

So what did the community select as your TOP FIVE programming needs you wanted to see MORE of? See for yourself.

Category	Value
Templates + Worksheets	~34
Ratings	~30
Benchmarking	~28
Workshops	~28
Local RevOps Co-op chapters	~26

The bigger picture

It's clear to us, based on your top five programming needs, that you're looking for a broader focus on resources and education in the RevOps Co-op. Here's how we will deliver.

Ratings

We launched Software Product Reviews in 2022 and need 100 submissions to start surfacing the results. Contribute here!

Benchmarking

We've got a brand new Salary Repository starting here and have the tools in place to surface the database for all. Watch out for live results!
Hit us up with other ideas we can gather and publish for you.

Workshops

We're looking for more members who want to teach workshops and help us drive our educational programming. Sign up for our Creator Guild to get started and let's get more education in the ROC!

Member Knowledge Base

Let's start a knowledge base of content and resources we can all use. This can include a collection of templates, worksheets, and industry resources we commonly share.

Ambassador Program

To accelerate and enrich the efforts above, we are in the R&D phase of introducing Ambassadors into the community to serve as our leaders and advisors. Stay tuned!

Our growing support team

Our team is just as passionate about your success in Operations as you are. We are your biggest fans and work hard every day to build a community you love to be a part of.

Matt Volm
CEO & Co-Founder

Ganesh Sridharan
CTO & Co-Founder

Erin O'Neill
Head of Community

David Hogan
Content + Communications Manager

Dylan Zayonc
Partnerships Manager

Nurul Kabir
Community Operations

Matt "AW" Anthes-Washburn
VP of Product

We thank you for your continued support in our efforts to continuously improve your experience in the RevOps Co-op!

We've heard some great feedback, and if you have an experience you would like to share or a stellar idea for a program, event, resource or any other way to address your needs and the needs our community members voiced above, let us know!

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

community@revopscoop.com