

25th European



SHARED SERVICES &
OUTSOURCING WEEK

CUSTOMER SUCCESS AT SHARED SERVICES AND OUTSOURCING WEEK 2025

Customer Success Survey Report & Analysis

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We are pleased to present the inaugural Customer Success Report for the Shared Services and Outsourcing Week Europe (SSOW Europe) Conference, held in May 2025. This report is based on the findings of a survey conducted after the event, designed to capture honest feedback from sponsors and partners.

This year marked a significant milestone for IQPC and SSOW: for the first time, we introduced a dedicated Customer Success role as part of our event strategy. The aim was clear—enhance satisfaction and engagement before, during, and after the conference experience. This new approach reflects our commitment to listening more actively, responding more effectively, and creating continuous value for all our stakeholders.

Inside this report, you'll find key insights from the post-event survey, along with analysis of what worked well and where opportunities remain to elevate the SSOW experience even further. We're proud to share this data as part of our transparent, customer-first philosophy—and we look forward to applying these learnings to deliver even more impactful events in the future.



Introducing Our Customer Success Heroine: Evanthia Mylona

At the heart of this new Customer Success initiative for SSOW 2025 is Evanthia Mylona, who played a pivotal role in driving attendee satisfaction and engagement across every stage of the event journey. As IQPC's first dedicated Customer Success Manager for SSOW, Evanthia brought both strategic insight and hands-on support to ensure every interaction—from registration to on-site experience and post-event follow-up—was meaningful and seamless.

With over a decade of experience in customer engagement, marketing, and operations, Evanthia brings a unique cross-functional perspective to the role. Her professional background spans roles in audience development, customer experience, and digital transformation, with a strong focus on delivering value through data-driven decision-making and personalised customer journeys. She has a proven track record of building long-term relationships and turning customer feedback into actionable improvements.



Evanthia's approach at SSOW 2025 was proactive and collaborative: she worked closely with internal teams, event sponsors, and delegates to understand expectations, address real-time challenges, and follow up with purpose. Her leadership was instrumental in launching the post-event survey featured in this report, capturing key insights that will shape the future of SSOW and customer success efforts across IQPC events.

We're excited to recognise Evanthia's contribution in this report and look forward to seeing how this role continues to evolve and raise the bar for customer experience at our conferences.

Comparison between the "importance" scores at SSOW 2025 and the "satisfaction" scores from SSOW Europe

Comparison of Scores

Customer Success Touchpoint	Importance (SSOW 2025)	Satisfaction (SSOW Europe)	Gap
Pre-Event	9.22	8.27	-0.95
Onsite	9.27	8.22	-1.05
Post-Event	8.63	7.22	-1.41

The comparison table above was created to evaluate how well our Customer Success efforts are meeting sponsors expectations at different stages of the event journey—pre-event, onsite, and post-event. The table compared the perceived importance of support at each stage (as rated by sponsors at SSOW 2025), and the actual satisfaction with support (as measured at SSOW Europe).

Satisfaction benchmark of 8.0+ across all touchpoints

As part of our continued commitment to elevating the sponsors’ experience, we set a clear satisfaction benchmark of 8.0+ across all touchpoints for our Customer Success initiatives at SSOW Europe. We're pleased to report that two out of three critical stages—pre-event and onsite—met or exceeded this goal, with valuable insights emerging to guide future enhancements.

Pre-Event Support: Laying the Groundwork for Success

- Satisfaction Score: 8.27 / 10
- Sponsors rated their pre-event support experience highly, reflecting the strength of our proactive communication, timely information sharing, and onboarding efforts.
- This performance underscores the effectiveness of our pre-event preparation strategies and validates the investment in early engagement.

Onsite Support: A Solid Experience During the Event

- Satisfaction Score: 8.22 / 10
- Onsite support met expectations, with sponsors highlighting the helpfulness of staff and the ease of resolving questions or needs during the event.
- While the score is strong, we recognise that onsite support is seen as the most critical touchpoint, and we're committed to optimising our real-time responsiveness and physical support presence even further.

Post-Event Support: Clear Opportunities for Deeper Engagement

- Satisfaction Score: 7.22 / 10
- While slightly below our target, this score reveals a key opportunity: enhancing our post-event follow-up and delivering sustained value beyond the event's close.
- With sponsors placing increasing importance on continued engagement after the event (as seen in our SSOW 2025 results), this feedback highlights where we can drive even greater impact—through personalised follow-ups, access to session content, and ongoing community connection.

Strategic Learnings & Looking Ahead

- The data confirms that Customer Success is not just support—it's a strategic differentiator that directly shapes sponsor satisfaction and loyalty.
- With strong performance in pre-event and onsite experiences, we have a solid foundation on which to build.
- Going forward, we will focus on closing the post-event gap by expanding our follow-up strategy and offering more long-term touchpoints for sponsors.



Sponsor Success Snapshot: Delivering Value and Building Momentum

At IQPC, we believe that true Customer Success goes beyond logistics—it's about deeply understanding our partners' goals and delivering measurable value. The latest feedback from our sponsor satisfaction survey shows strong progress in this direction, with solid ratings across key performance metrics and a notably high intent to return.

Understanding Partner Goals: A Strong Foundation

- Score: 8.0 / 10
- Sponsors felt that the IQPC team had a strong grasp of their individual business goals and event expectations.
- This underscores the value of our personalised onboarding and consultative approach—ensuring that sponsor objectives are front and centre from the start.

Goal Achievement: Meaningful Progress

- Score: 7.86 / 10
- Sponsors reported that the event effectively supported core goals such as lead generation, brand exposure, and partnership building.
- While there's always room for optimisation, this score reflects that the event was impactful and well-aligned with sponsor outcomes.

ROI Perception: A Key Area for Continued Growth

Score: 7.22 / 10

- Although slightly below the 8.0 target, this score indicates a positive ROI experience overall and highlights a clear opportunity: enhancing post-event value realisation and ROI communication.
- Our next steps will include improved post-event reporting, follow-ups, and tangible performance insights to ensure every sponsor sees clear business impact.

Sponsorship Retention Outlook: A Strong Future Pipeline

- 69% said Yes to future sponsorship
- 31% said Maybe
- 0% said No

This is a powerful vote of confidence—every sponsor is open to returning, with a significant majority ready to commit again. The absence of negative responses is a clear indicator that the event experience delivered real value and built trust.

Conclusion: Building on a Strong Foundation

This feedback tells a compelling story: sponsors felt heard, saw results, and are willing to return. As we continue to evolve our Customer Success approach, we're focused on closing the ROI perception gap and delivering even greater post-event value. With nearly 7 in 10 sponsors ready to re-engage, the momentum is strong—and we're excited to grow these partnerships further.



Customer success and support is a major driver of loyalty and re-engagement

When we asked our sponsors to what extent does the quality of customer success and support influence your decision to work with IQPC again instead of a competitor, the responses clearly underscored the strategic value of our Customer Success team, not only in delivering a smooth event experience but in directly impacting client retention and satisfaction.

Insight Summary

- 88% of qualitative responses referenced Customer Success as a key or highly influential factor in choosing IQPC again.
- The support team is consistently praised for being proactive, reliable, and hands-on, particularly onsite.
- While ROI remains a critical consideration, high-quality support is often the deciding factor when comparing IQPC to competitors.
- The absence of negative feedback about the support function reinforces its role as a strategic asset, not just an operational one.

These insights validate that Customer Success plays a central role in sponsor retention, loyalty, and long-term event value—and offer a strong foundation to continue building upon.



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About IQPC

IQPC (International Quality & Productivity Center) is a global leader in organising business-to-business events that connect professionals with actionable insights, strategic networking, and best-in-class learning. With a presence in key markets worldwide, IQPC delivers cutting-edge conferences, summits, and training programs across a wide range of industries—including finance, healthcare, customer experience, and digital transformation. By combining deep industry expertise with tailored content and engaging formats, IQPC helps companies accelerate innovation, solve complex challenges, and achieve measurable business outcomes. Its focus on customer success and partnership-driven models sets it apart as a trusted platform for professional development and market advancement.

Website: www.iqpc.com

About Shared Services & Outsourcing Week Europe (SSOW Europe)

Shared Services & Outsourcing Week (SSOW) Europe is the region's flagship event for GBS, shared services, and outsourcing professionals. Organised annually by IQPC, SSOW Europe 2025 took place May 19–23, 2025, at the Estoril Congress Center in Lisbon, Portugal. Bringing together senior leaders and transformation experts, the event delivered high-impact keynotes, interactive sessions, and solution-driven networking. It focused on themes like AI, automation, process excellence, and enterprise services innovation. Attendees left equipped with insights, tools, and peer connections to drive intelligent operations and lead enterprise transformation in a rapidly evolving business landscape. The 26th edition will take place May 18–22 2026 in Lisbon again.

Website: <https://www.ssonetwork.com/events-ssowweek>