

AddShoppers increased revenue retention from 90% to 103% with ClientSuccess

LOCATION: Charlotte, NC

INDUSTRY: Digital Marketing

SUCCESS STORY

Challenge

- Customer data spread across multiple platforms
- No clear interpretation of customer health and risk
- Inability to automate alerts to reps and managers of early warning signs or risk of churn

Solution

- 360 degree view of stage, health, usage, and recent engagements for each account in a single place
- Easily update and interpret customer health, including a subjective input from the assigned customer success manager
- Customizable alerts notify reps and management of accounts at risk of churn or losing momentum

Results

- From 85% to 93% in logo retention
- From 90% to 103% in revenue retention
- Turned the customer success department into a profit center

“ClientSuccess Pulse enabled us to isolate 3 key accounts who recently had executive sponsor turnover. A very difficult situation, but now we knew it. We put them in a playbook to go from monthly phone calls to weekly phone calls. We looped in executives and leaders to get involved with these accounts and sell the vision. We were then able to turn those three accounts around. We would not have been able to turn things around that quickly had we still been in Trello or Google docs, it was all due to the simplicity of the Pulse; providing the ability to alert the right people at the right time. With ClientSuccess, we didn't lose a single key account, even though they were flagged with typically detrimental risk with executive sponsor turnover.

This is the first quarter I can remember, from multiple startups, where the opportunities for upsell/cross-sell actually made us more money than the money that we lost with the clients leaving. So we were actually a profit center.”

Kyle Bennett
Head of Client Success
AddShoppers