How one SaaS Company
Saved 46 Accounts from Churn in 3 Months

Humanity, a global workforce management company, wanted to increase account retention, gain deeper insight into customers' needs, and propel product enhancements by adding in a robust customer feedback program. In only three months time, the team has been able to identify hundreds of advocates, reduce churn, and compile a list of key customer requested product enhancements using TopBox. These partner-creating activities firmly planted the customer at the center of the company and have given executives a clearer view of what customers need to be successful.

Objectives & Goals

Understand Wants & Needs of Customers

7,000+ customers   27 verticals

Confirm Health Score Metrics

Does 100% Health Score = Guaranteed Renewal?

Share Information Across the Org

Product

Marketing   Sales

Client Services

Build Deeper Account Relationships

Decision Makers   Influencers   Day-to-Day Users

Process

- Humanity implemented a rolling, monthly wave of feedback requests to small groups of customers. Limiting the number of accounts in a wave allowed the CS team to manage follow-up effectively with response times of 24 hours or less.

- The team uses account and industry-based reports in TopBox to identify trends, pinpoint who to speak with within the account, and topics to discuss.

- CSM's receive real-time alerts when an extreme response (0-4 or 9-10) comes through, which includes all information needed to get to the root cause of why they are having an issue, or find out what's working so well, to apply those best practices to similar accounts.

- Reports are shared with Marketing, Sales, and Product to enhance customer communication, content strategies and the product roadmap.

Feedback Program Results

> *"We've seen tremendous ROI from just 3 months of using TopBox. The built-in reports have reduced the time it takes to analyze the data, and put it into action, delighting customers along the way. I've personally received tons of direct messages thanking us for responding quickly to their concerns and for making the process easy on their end."* - Paul Piazza, VP of Client Services

of Accounts Saved 46

TopBox equiped the CS team with data and communication tools that reach beyond the static account health score.

In just 2 feedback waves, the CS team saved 46 accounts from churning! The active outreach to customers with low scores not only maintained MRR for the company but also activated new advocates who feel truly valued as a customer.

of Promoters Identified 687

Humanity's feedback program has made a big impact on the Marketing and Sales teams. By identiying hundreds of Promoters, the teams now have a healthy pipeline of **20 customers participating in case studies** and even more who'll be references to prospects.

The account-based reports from TopBox have **eliminated at least 80 hours** of work for the team with reduced effort in finding advocates and interviewing customers for success story material.

Top 10 List

The Product team has been able to leverage customer verbatim comments to create a prioritized product roadmap with features that really make an impact on customer success and sentiment.

Deeper Understanding

Of Customers: Understanding the differences in account tiers has significantly helped in identifying differences in how low-touch customers compare to high touch and what changes can be made without needing more resources devoted to low-touch.

The team can easily answer critical business questions by filtering feedback data:
- "Which customers are prime for upsell?"
- "Which accounts are at-risk of churn?"
- "How does one vertical's sentiment compare to another?"

Of Employees: Management has also been able to use TopBox insights to help coach CSM's and hone their skills using customer input. Teams with seasoned CSM's can then also mentor new ones with their best qualities.

For more information on how TopBox can fuel your company, contact
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