



B2B Customer Success Team Saves 46 Accounts in One Quarter

Meaningful Feedback Program Converts Churn-Risk Accounts

SAN FRANCISCO – February 9, 2016 – Waypoint Group’s [TopBox](#) has provided quick time-to-value for the Client Services team at [Humanity](#), a global workforce management company, using feedback to convert renewals for 46 at-risk accounts in just three months. As software-as-a-service (SaaS) companies rely on subscriptions, customer success (CS) teams have become integral in retaining customers and generating up-sell/cross-sell revenue. Through small, monthly feedback waves, Humanity has implemented a proactive closed-loop program for its 7,000+ accounts in 27 verticals, identifying more than 600 brand advocates and generating a steady referral pipeline for Marketing and Sales.

According to Paul Piazza, Humanity’s VP of Client Services, TopBox has done more than integrate with customer health scores. “We’ve seen tremendous ROI from TopBox’s ability to tie feedback with revenue using built-in reports such as the Customer Heat Map™. We’re able to filter all responses by account tiers and other segments, while real-time reporting allows us to reduce analytics constraints and accelerate our team into action.”

Amplifying the voice of the customer (VoC) across the company is an integral component for innovation. While account teams engage with customers directly, “back office” teams such as product management, engineering and finance lack sufficient insight. SaaS companies using TopBox can quickly understand what’s working or not for customers, iterate faster, adjust sales and marketing messaging to find best-fit customers, and have a greater impact on success. TopBox links with Salesforce to integrate financial and operational data for true ROI measurement, enables high response rates to ensure reliable customer insights, and highlights

growth opportunities using turnkey reporting. Consultative guidance is embedded into TopBox subscriptions, including best practices and result analysis from B2B experts, Waypoint Group.

View the [full case study here](#).

About Waypoint Group

Humanity joins other SaaS leaders such as Intacct, SAP, and Demandbase to the Waypoint Group family. Based on the Bay Area firm's hands-on consultative expertise developed over 20+ years, TopBox was created to provide an easy way to understand B2B customer expectations, gaps, and opportunities, while also facilitating appropriate action across the organization. Convert customer feedback into ROI with incremental cross-sell and up-sell revenue, accelerated sales-ready leads, and improved win rates in 30 days or less. Visit www.waypointgroup.ORG/topbox or contact info@waypointgroup.org for more info. Connect with Waypoint Group's TopBox on [LinkedIn](#) and [Twitter](#).

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