



Scaling Customer Engagement to Drive Revenue

A fresh opportunity to connect with customer stakeholders and understand churn.

This digital evolution delivered ARR growth and net retention, beating targets each time.

The Challenge: Breaking the High-Touch Ceiling



Slow Value Delivery

New customers struggled with understanding Time to Value



High Early Churn

Lack of actionable insights led to ineffective mitigation



Limited Coverage

Difficulty prioritizing with limited resources



Unanswered Questions

Inability to pinpoint customers' churn reasons

With a \$4B valuation and aggressive growth goals, post-sale leadership needed a scalable approach to retain and drive net revenue.

Our Digital Transformation Strategy



Data Analysis & Segmentation

Identified high-impact touchpoints across customer journey

Created value-based segments with tailored service levels



Digital Initiatives

Launched a pooled model for smaller accounts

Developed self-service content and automated onboarding focused on early value moments



AI Implementation

Deployed cost-to-serve analytics

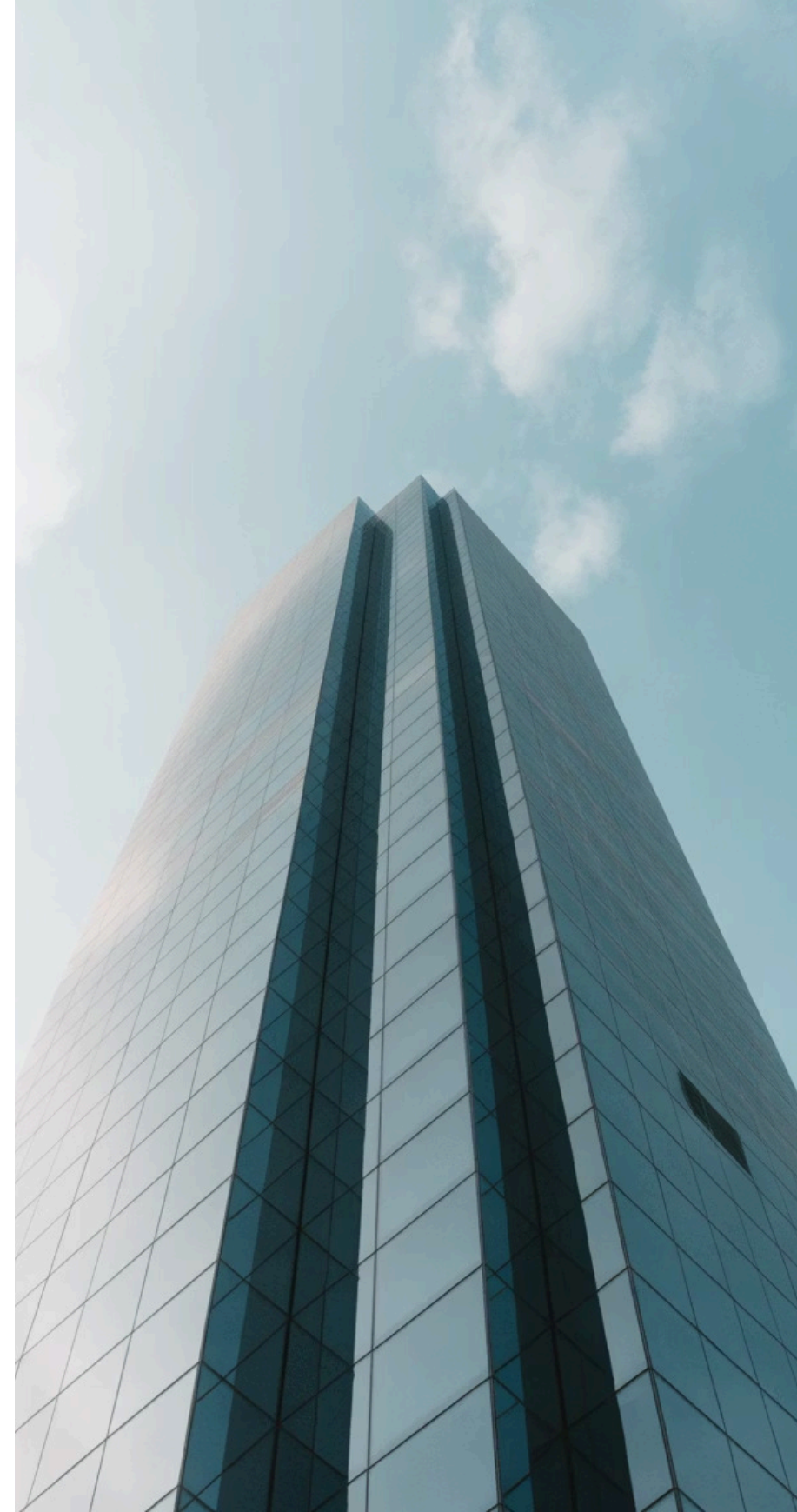
Automated Voice of Customer feedback analysis



Success Metrics Framework

Established KPIs for digital engagement strategies

Created expansion-focused Success Plans



Breakthrough Results

4x

Account Coverage

164%

Increase in Self-Service Content Consumption

50%

Faster Time to Value

298%

ARR Growth in One Segment

In a challenging market, achieved a 103% Net Revenue Retention against a 101% goal, while reducing failure-to-launch risk by 50%.



Sustainable growth.
Powered by innovation.

Key Insights

Balance Technology & Humanity

Combine automation tools with strategic human touchpoints. Create moments that matter through targeted high-value interactions.

Data-Driven Segmentation

Match service levels to customer potential. Allocate resources efficiently without sacrificing experience quality.

Cross-Functional Alignment

Success, Support, and Education must create seamless journeys. Break silos to deliver consistent value at scale.

Strategic AI Application

Focus AI on productivity enhancement. Free teams for relationship-building by automating repetitive analysis.

