

A Customer Focused Case Study:



How a data analytics company was able to Improve Customer Engagement Through Data Analysis

The company was a data analytics company with 35 employees when it started with a NRR of \$8MM and exited at \$980MM with over 200 employees, it was very lean because of its systems and processes.

The company had a problem with customer engagement. There was a large amount of customer data, but it was stored in multiple systems and scattered among different departments, making it difficult to get a complete view of the customer base and their needs. As a result, the company struggled to understand the customers' needs and preferences, and the sales team was finding it challenging to close deals. This was the beginning of seeing an increase in churn.

The company had both a problem and a challenge: How to centralize customer data and make the best use of that data. As the Managing Director, Customer Success I led projects to centralize the customer data and create a 360-degree view of each customer. Working in collaboration with IT, the integration of all customer data into one platform was achieved. From this platform, a single customer profile was accessible to all departments, having this made it easy for any employee to see if someone was a customer, what they had access to, how often they used the website, and if they had any outstanding issues. A standardized customer engagement process was also developed to ensure that everyone in the company followed the same steps to engage with customers. Once a complete view of customers was available, data analysis was used to gain insights into their needs and preferences. Identifying patterns and trends was an achieved goal by analyzing usage data, customer feedback, purchase history, and support interactions. Using this highly valuable information, the company was able to develop a more personalized marketing and sales strategies and tailor existing and new products and services to meet customers' needs and exceed their expectations in their interactions with customer support. The results were both impressive and significant. The company was able to reduce churn and simultaneously increase the average ARR/client.

To maintain this customer-centric approach, the company continued to optimize organizational team structure, operations, and technology to create a connected feedback loop with customers. This involved regularly collecting customer feedback and using it to improve products and services, as well as influencing productive customer engagement strategies. In conclusion, using the Customer Focused principles of customer analytics, engagement, and relations, centralizing customer data, and using data analysis to gain insights, the company was able to dramatically improve customer engagement and continually drive future business success. What was learned, and through the experience that Customer Focused can bring to your business, is that the key to successful customer engagement is understanding and addressing the needs of your customers. By doing so, the company was able to build long-term relationships with their customers and strengthen their brand in the marketplace.