

CASE STUDY

Churn Reduction Program via '12 Weeks to Customer Success'

Snapshot

Focused customer success process designed to address key 'inflection points' in the customer journey thereby increasing customer satisfaction and reducing churn.

Our Client

Our client is a successful US based Digital Marketing company with 35 employees who has been in business for more than 5 years.

Industry Sector: Digital Marketing Agency

Business Type: B2B

Employee Size: 35 employees

Sales Revenue: \$2m

Year Founded: 2016



PROBLEM/GOAL

The client had strong sales with consecutive years of 100% year over year growth. This growth occurred despite customer churn that resulted in a percentage of customers turning over in the 5-6 month timeframe.

The goal was to address the root causes of this churn to improve customer satisfaction and enable more consistent revenue growth.

The problem to be solved, how can we make the first 12 weeks as successful as possible, building incremental trust with our client every week. The goal is to reduce customer turnover by 2/3 in the first 6 months of their journey.



SOLUTION

We undertook a detailed analysis of the customer journey to determine customer feedback, internal interview with the customer success team, reviews of exit interviews from previous clients, and a review of data points from customer success systems.

Our analysis of the 'First 12 weeks' has found several inflection points where customers have questions or begin to have doubts. In some cases, their feelings are overt and in other cases their feelings are slight but grow over time.

In either case, there is an opportunity to 'think ahead' and pre-emptively address known customer concerns. Ideally, addressing potential concerns prior to their 'questions' developing into a matter for 'concern'.

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SERVICES PROVIDED

- Built a process map for the 12 Weeks journey
- Created supporting documents for each phase/stage, agendas, goal sheets etc.
- '12 Weeks to Customer Success' Playbook
- Built a framework for measuring customer satisfaction based upon key measures

RESULTS & BENEFITS

The result of the project was a well-organized onboarding and customer success roadmap to guide new clients during their first twelve weeks as a customer. The structure helped organize internal teams and helped ensure a consistent, measurable approach with each customer.

The streamlined process is designed with supporting agendas, templates and plays that address customer concerns and improve communications. The process has resulted in improved engagement by customers and improved quality measures in the key areas of onboarding experience, service, quality of work, and results/ROI. The project is in its early phases and is tracking towards a 33% reduction in churn and improved customer satisfaction.

FINAL RESULTS

33%
Reduction in customer churn.

Sales revenue increased by
>100% YoY.

Profit increased by
>200% YoY.

"The Team at The Symbiotic Group have helped make our processes and business model repeatable and predictable. We are so pleased about our progress and excited for the future." [SMB business owner]