

A photograph of a man with glasses and a beard, wearing a blue suit and tie, smiling and holding a pen. The background is a blurred office setting with green plants. A white rounded rectangle is overlaid on the bottom left of the image.

## USE CASE 1

# DIVE DEEPER INTO YOUR CUSTOMER BEHAVIOR

Ben is the Customer Experience Manager at a cloud content management company. He uses Kilterly to gain insights into customer behavior before it becomes a problem. While he initially came to Kilterly with the goal of improving his customer success rate and increasing bottom line revenue, Ben now calls Kilterly his “early warning system”.

*“It genuinely impacts all the revenue we didn’t know we were missing, from renewals and upselling opportunities, to customers delighted with proactive service writing unsolicited referrals and getting us more business,”* said Ben.

Ben’s customer success team uses Kilterly pulses to understand customer satisfaction and identify engagement trends. Because the system uses a vast variety of data from multiple sources, Ben and his fellow customer success professionals can use rich data analysis to access customer health scores, fix what’s trending downward, and leverage the company’s raving fans.

*“I like being able to see which customers are acting unusually at a quick glance. The system also identifies those who are at-risk for being poached by one of our competitors, which is invaluable information for both our account reps and our sales team,”* he said. *“Both teams can take action in the form of reaching out, offering specials to keep the client, and reminding them why they starting using us in the first place. **This alone has caused our customer success rate to go up 2%, which when you’re talking about millions of dollars, is a LOT of money.**”*

Monitoring relationships across social networks, tracking referrals, and using surveys to get deeper insight are other benefits Ben mentions to those who haven’t taken the plunge into a customer success platform.

*“In every case, there’s an action I can take directly from the dashboard to positively impact or delight a customer. That’s a no-brainer.”*

And the software has saved and generated so much extra revenue that Ben has increased his customer success budget!