



## Increasing Customer Retention and Improving Relationships

### A True-Up Program Case Study



## The Problem

The misunderstanding of customer software deployments, limited internal resources, and an over-reliance on manual processes often present enormous challenges for most companies — leading to an imbalance of account coverage that leaves accounts under-served and at risk for churn. Without meaningful customer engagement at renewal time, brand-customer relationships and brand loyalty suffer, leading to lower retention rates.

A successful true-up program before license renewal ensures that customers understand you value their account and that you are interested in ensuring your software benefits their business. With personalized multi-channel engagement, customers feel valued and are more likely to renew their licenses. With meaningful engagement, customers are also more likely to add on additional software and systems to augment their current license entitlements.

Our client saw firsthand the potential ROI from a true-up program by partnering with us for a pilot. As a result, we were able to meaningfully engage with 95% of the renewal customers on behalf of our client and generate an average upsell and cross-sell of \$8,733 per account.

## The Process

Because our license experts engage your customer directly, we are able to not only see a higher retention rate but also produce a substantial ROI through upselling. Unlike traditional renewal teams, our experts speak with your clients to collect the data your sales team needs to have a meaningful discussion around optimizing your client's software spend.

Our license experts were responsible for engaging with 91 renewal accounts in our pilot program with our client. Initial contact was 90 days prior to renewal and continued throughout the renewal period. Over those 90 days, our experts engaged in multi-channel activity resulting in a phenomenal 95% engagement rate (when compared to industry averages of 80%).

Unlike a typical renewal department, our experts did not present a renewal letter followed by standard messaging. Instead, they engaged with customers on an individual level to understand their unique use of the client's software and fostered open conversations to help build our client's customer relationships.

Each customer received phone calls as well as automated and customized emails. Of the 91 accounts, our experts successfully engaged 86 accounts (94.52%), with an average cycle time of 16 days per account.





## The Results

By partnering with Connor, our client was able to engage and foster relationships with 86 of their 91 renewal customers. The high level of engagement resulted in a combined increase of \$279,467 at an average of \$3,071 per account. In addition to the program's financial benefits, our client was also able to create a much stronger brand-customer relationship and foster better-quality accounts.

With the results from this pilot program, we can propose a revenue-focused approach to future renewals to our client to replicate and improve upon the initial results. Furthermore, we can provide different engagement approaches to address other business areas and customer success initiatives.



## Connor Consulting, A Partnership for Success

It is critical to have a holistic view and understanding of your account base to optimize renewals. Our expert team of consultants employs the same proven, customer-centric approach at the heart of all our solutions to establish process best practices and identify areas of opportunity to help you minimize customer churn without having to scale up internal resources. Our white-glove services identify and engage with your entire customer base, resulting in higher customer renewal rates. We would love to help you, email George Scott, [george@connor-consulting.com](mailto:george@connor-consulting.com) to find out more!

