DATA ⊗ **INTENSITY**

DATA INTENSITY ACHIEVES BEST-IN-CLASS CUSTOMER SUCCESS WITH TOTANGO

Uniform Actions Key to Customer Success Management during Rapid Growth

Industry
Customer Success Management

Key Benefits

⊕ Provided global access to critical customer data and status

⊕ Guided CSMs, providing uniform action based on data

⊕ Accurately estimated and managed churn for the first time

⊕ Improved renewal performance

⊕ Reduced labor costs through a more efficient account coverage methodology

The Challenge

After acquiring four companies and growing rapidly, Data Intensity found it unproductive to use multiple manual processes to try to manage our customer success. Data Intensity chose Totango's customer success management platform for its superior data organization and the uniform way it guides customer success managers (CSMs) to act on the data.

Data Intensity is the largest independent multi-cloud managed services provider focused on mission-critical applications and managed services in a hybrid cloud world. Founded in 2001, the company operates 12 locations worldwide, employs over 650 globally, and serves hundreds of customers across a range of industries, including finance, health care, media, manufacturing, and consumer services. Data Intensity's services span from enterprise application and database managed services to business intelligence and analytics.

The commoditization of basic managed IT services has led some providers to differentiate their offerings by improving customer experience. To better compete, Data Intensity created a technical account support team with a single point of contact for each customer to offer better overall experience and service.

"But when we grew through several acquisitions, that approach created economic challenges," says Kevin Seaman, Vice President, Global Customer Success. "When we had a dozen large enterprise customers, we could support them with a unique customer experience and service function, but when we get into several hundred customers, consistent experience and service for each customer became problematic."

In early 2018, Data Intensity's customer success function was developed. While the technical account team helped with issues like applying critical patches to servers, for example, they did not participate in the contract renewal process. "No one had easy digital access to contract information; it only existed in physical copy," Seaman says.

"Now we can say our customer success organization is truly functioning as a success team — looking at what success means, how to achieve that, and how we measure it. Without tools like Totango, all discussion becomes academic in a nice-looking PowerPoint. Totango allows us to actually see what success looks like."

Kevin Seaman,
Vice President, Global Customer Success,
Data Intensity

To try to gain better insight into data across our CRM, enterprise applications and IT service platforms, and dozens of SharePoint spreadsheets, the customer success team needed to build a data warehouse to collect contract information. With real-time data, the customer success team could then have insight into customer churn and renewal forecasts.

The Solution

Executives at Data Intensity evaluated several competitive offerings against Totango; however, the solutions being considered would have required custom optimization of the products to accommodate the Data Intensity business model.

After evaluating the functionality of Totango's product, Data Intensity purchased the platform for the customer success team. "Everything we asked, we got an answer for," Seaman says.

⊕ TOTANGO: FAST IMPLEMENTATION WITH NO DISRUPTIONS

Data Intensity implemented Totango after developing a business strategy around its customer experience, as well as its organizational processes and structures. "Within two months, we had the platform fully functional and performing as we envisioned," Seaman says.

Data Intensity was able to leverage Totango to segment its customers and map touchpoints, and the CSMs began using the platform to record customer interactions immediately.

The Benefits

⊕ ORGANIZED DATA WITH A UNIFORM WAY TO ACT

Data Intensity established a customer success team to enhance customer experience, reduce churn, improve renewal performance, and grow our install base. With the deployment of Totango, the customer success team now had the data needed to make better decisions.

"We can now focus on the fundamentals — defining what customer experience and success means at every level and every stage across the customer journey, with the ability to adjust customer interactions. With Totango, we have real-time insight to act on the data and measure the business outcomes," Seaman says.

⊕ POWERFUL CUSTOMER SEGMENTATION

The team at Totango understood Data Intensity's business model, so they were able to help organize customer information in KPIs relevant to its business so executives could gain real-time insight into what's really happening.

Data Intensity captured 270 customer attributes and created customer segments based on that data. With Totango's powerful analytics capability, Data Intensity has the flexibility to fully view and understand our customer base across any dimension, providing critical insights into customer sentiment plus accounts at risk and the factors that contributed to it, and driving the right actions accordingly.

For the first time, Data Intensity has an intelligent health score to pinpoint customers' sentiment. This score is a leading indicator of churn, and knowing the score allows them to act before a customer is lost. "When you are trying to transform a business or a function, a platform like Totango becomes very critical," Seaman says. "We now recognize and understand what is going on with our customers."