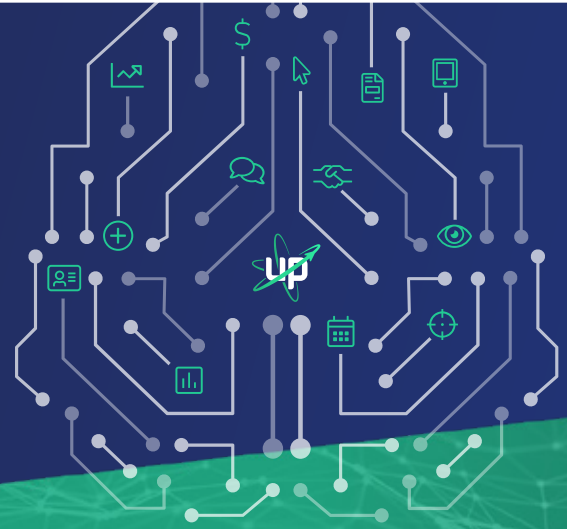


CASE STUDY

Uptick predicts monthly results for NetBase with 90+% accuracy



Executive Summary

Before enlisting Uptick, NetBase had a notable client list, award-winning patented technology, and an impressive annual growth rate of 300%. The company understood that in order to reach future growth goals, they needed to get even smarter about their customers to drive more subscription sales, renewals and expansions using customer success analytics, insights, predictions and personalized action recommendations that went beyond what traditional CRM platforms like Salesforce could offer. Recognizing this need, NetBase entered into an engagement with Uptick.

The Client

NetBase is a SaaS service provider specializing in helping global businesses create real business value from the unprecedented level of growth opportunities presented each day by social media. Large companies use NetBase to empower brands and agencies to make the smartest business decisions grounded on the deepest and most reliable consumer insights from social.

The Challenges

- Account managers (AMs) had to go into multiple systems and make manual calculations to obtain the usage and consumption data for each account, which proved to be time-consuming and resource-intensive.
- Without the use of AI, human bias and inaccuracy naturally persisted in account health reporting. This made it challenging to accurately and timely identify accounts that needed focused and personalized attention.
- Without a 360-degree view of customers, managers had limited visibility into customer engagement and product value attainment trends over time, resulting in fragmented and point-in-time data that didn't tell the whole story.
- A lean staff meant it was often difficult to identify all of the customers that needed attention or that were prime for add-ons or expansion.
- Driving their customer subscription renewal rates even higher and their churn rate even lower.



The Solutions

As an AI-driven sales and customer success platform specifically designed for B2B SaaS subscription-based companies, Uptick had a deep level of understanding of the issues and challenges NetBase needed to address.

First, Uptick helped NetBase identify the factors proven by the data to drive successful renewal, add-on and expansion subscription sales. Through Uptick's personalized action recommendations, NetBase was able to quickly and clearly see the top predictors for renewals, add-ons and upsells and take early and effective actions with individual customers. This level of insight allowed the NetBase team to focus their customer success and sales resources on the right activities at the right time to improve close rates even further. The use of Uptick's comprehensive insights also increased executive knowledge of the factors driving the business and enabled them to streamline the organization and resources to achieve higher renewal rates.

Uptick's machine learning capabilities were able to analyze years of historical data to synthesize thousands of datapoints per customer to accurately pinpoint the exact factors responsible for optimizing customer success, which led to an increase in renewals, and a reduction in customer churn.

While forecasting wasn't on the top of NetBase's list of challenges, Uptick's opportunity Win Predictions improved forecasting confidence immensely. Uptick's machine learning-based health scores looked at a rich diversity of inputs such as customer product usage and engagement levels over time, and correlated it directly to their propensity to renew and expand. This in-depth insight allowed NetBase to more easily identify accounts that were at risk of non-renewal up to two quarters in advance.

Next, Uptick's customer and team engagement and email activity stream analysis helped reveal NetBase's top account management and customer success manager performers, analyzed their behavior, and provided best-practices to enhance the performance of other team members. For example, in Cadence accounts—their high-volume but lower-value accounts—Uptick revealed some areas to optimize account coverage.

The Results


NetBase began to immediately benefit from Uptick's personalized action recommendations, advanced insights, and win prediction and forecasting capabilities. On the first day of each quarter, Uptick predicted monthly results with over 90 percent accuracy.

The Uptick platform provided timely, accurate, and in-depth 360-degree views into the entire renewal and up-sell pipeline and customer lifecycle. By correctly predicting which accounts were at risk of churning months in advance— and providing precise personalized action recommendations for each—sales teams knew exactly where to focus their efforts and what to do to improve win rates.

With a more effective and efficient system now in place, NetBase continues to run lean, has minimized the need for additional staff, and is meeting their growth and margin goals.

Key Takeaways

The successful implementation of Uptick's AI-optimized sales and customer success platform ultimately allowed NetBase to maximize lifetime value, increase renewal rates, reduce churn, and close more new business. Customer success managers, sales account managers, and executives all benefited from Uptick's predictive and prescriptive insights, citing the engagement as highly valuable and impactful.



Uptick identifies
factors that
**drive successful
renewal and
upsell rates.**