

How CampMinder Increased CSM Coverage by 21%



CampMinder helps more than 1,000 camps of all sizes and shapes achieve their goals with a camp management platform that simplifies administrative processes so clients can focus on their campers. Now in its 20th year, CampMinder provides software that streamlines camp organization through a three-pronged approach: collecting registration and payments; managing camp operations; and assisting with parent engagement.

CHALLENGE

CampMinder's Customer Success team was operating in reactive mode, relying on their inboxes to dictate the day's activity, rather than considering what proactive outreach measures would be most effective. They also lacked benchmarks to quantify their impact on the business.

SOLUTION

CampMinder knew what they didn't want: more spreadsheets, a big engineering project or an overwhelming system with a steep learning curve. And while the solution needed to integrate with Salesforce, the CRM alone had proven unhelpful in tracking customer interactions.

Quala has allowed CampMinder to become more proactive in its customer outreach. Each day, CampMinder's CSMs are greeted with recommended actions based on Quala's workflow triggers. Because Quala offers complete customer visibility, including extensive notes and qualitative assessments from prior interactions, CSMs can have more meaningful, high-value conversations that have improved the health and retention likelihood for priority customers.

The combination of better service and increased upsell potential means that customers are happier, more profitable and stickier.

In addition, CSMs themselves are more satisfied. They feel empowered and actively enhance workflows and create new triggers to further improve their effectiveness using Quala. With measurable benchmarks in place to track day-to-day progress, they are attuned to their performance. Manager reviews are far more streamlined because the Director of Customer Success can be up-to-speed in seconds on developments with each customer, providing more time for coaching and development.

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“One of the main benefits from using Quala is that my CSMs are more empowered – and therefore more engaged. They can have more substantial conversations with their clients and see their impact on customer health.”



Simon Cundall
Director of Customer Success

CampMinder customers are happier and the team is more efficient using Quala.

4.53

Ave. customer satisfaction (out of 5)

21%

Increase in accounts managed per CSM

12%

Increase in employee engagement score