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How Synapse Boosted Their Account Retention by 20%

Synapse is a SaaS platform for businesses of all sizes that improves the productivity of corporate learning and development teams. Synapse streamlines end-to-end learning operations including training intake, project and capacity planning, and content creation in one shared platform.

CHALLENGE

While Synapse had a customer success platform in place, it didn't provide sufficient insight into how Synapse's customers used its product. That meant they had to rely on customers to self-report, which often didn't tell the whole story. It limited the value Customer Success Managers (CSMs) could provide and consumed valuable time on customer calls.

The previous platform also required dedicated engineering resources on an ongoing basis, which added demands to a team already stretched thin. Small changes to customer success workflows took weeks to implement.

SOLUTION

Quala has transformed the way Synapse works with its customers for the better. Now Synapse CSMs have seamless access to critical information, which gives them the visibility they need without seeking assistance from other departments, like IT or Engineering.

CSMs saw immediate improvements in productivity using Quala's intuitive dashboard to prioritize outreach. Now, they are spending time where it is most valuable to both customers and Synapse's bottom line by reaching out at the right time with the right information.

By seeing details such as product usage over time, CSMs are able to surface actionable insights that provide value to their customers' businesses. The result? Happier customers who retain better. And timely upgrade conversations that have grown customer accounts.

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"The team behind the product is really important. We want to work with people like Quala who are really committed to our success as a growing business and willing to put in the time to make sure our implementation is successful."

Rebecca McDougall
VP Customer Success, Synapse

RESULT

20%
Increase in account retention

15%
Increase in Net Revenue Retention (NRR)