

How Zerto Accelerated Time-to-Value of New Customers by 10%

Zerto

Trusted by over 9,000 customers globally, Zerto helps customers accelerate IT transformation through a single, scalable platform for cloud data management and protection. Built for enterprise scale, its software-only platform enables an always-on customer experience by simplifying the protection, recovery and mobility of applications and data across private, public and hybrid clouds.

CHALLENGE

Zerto wanted to free up its Sales Account Managers to focus on new customer acquisition by transitioning customer care to Customer Success Managers (CSMs) post-sale. That meant the CSMs needed all of the details from the sales cycle to ensure a smooth transition and allow CSMs to focus on the right customer needs. Zerto also wanted to proactively engage with customers before problems arose, which would simultaneously minimize costly support tickets.

SOLUTION

Quala's one-click integration with Salesforce ensured a smooth handoff from Sales to Customer Success, while enabling Zerto to serve customers the way it wanted.

Zerto assessed using Salesforce alone, but it was apparent that the Salesforce customizations would take time to build and be expensive to maintain. Salesforce also did not provide the reporting and automated workflow triggers that Zerto needed.

By comparison, Quala allows Zerto to segment customers and implement a high-touch model for its most pressing customer situations. CSMs can find key customer information at a glance in Quala, without custom data pulls from IT or having to dig through multiple Salesforce reports.

Zerto's CSMs also love using Quala, especially after seeing alternative customer success platforms that were overwhelming. CSMs are happier; customers are happier; and the leadership team is thrilled by the immediate retention results.

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“I’ve been evangelizing to my team that they should never call a customer ‘just to check in.’ Quala’s reports allow us to lead with value and engage customers to help them get the most out of the product and successfully kick off the next stage of their journey.”



Daryl Colborne
Director of Customer Success, Zerto

Quala has helped Zerto better serve its most important customers.

40%

Increase in
priority customer
health score

10%

Improvement in
time-to-value of
strategic accounts