

Customer Data Platform for Digital Marketing: Value Based Customer Success to Grow NRR

Challenge

A customer data platform (CDP) provider struggled to demonstrate value to customers, leading to churn and limited upsell opportunities. Conventional metrics like NPS and C-Sat were seen as insufficient to justify pricing.

Solution

A value model was built and validated through customer interviews. This model informed value stories used in customer business reviews.

The value model, pricing model, and value stories are managed on Ibbaka Valio, allowing real-time updates with customers.

Outcome

The use of value stories has transformed customer success, shifting conversations to focus on created value. Agreed-upon metrics are now used and are expected to improve renewals and upsell.