cxomni

CASE STUDY

with B2B SaaS scaleup cxomni

THE COMPANY

- cxomni was founded in 2015 and is considered a leader among the Journey Management Platforms.
- Their platform combines AI-supported sentiment and topic clusters and best-practice visualizations.
- With this, they enable their customers to identify customer insights faster and more efficiently.
- Headquartered in Munich, but team works fully remote with frequent onsite touchpoints

THE PROBLEM

- Different operational systems (DATEV, HubSpot, Google Analytics, Jira (Software + Service Management) with no single source of truth.
- The co-founders wanted to reduce their own manual reporting effort and streamline their reporting.
- Remote-first approach requires effective cross-
- team alignment

SOLUTION

- Fast implementation based on ValueWorks' best practice template for SaaS companies.
- Integration with operational systems based on standard interfaces and data integration wizards.
- Simple setup of advanced analytics with ValueWorks best-practice snapshot logic for sales excellence.

RESULTS

20%	more data accuracy
100%	business decisions based on data
99% REDUCED TIME	needed to take decisions
80% COST SAVINGS	compared to BI projects

KEY BENEFITS

Department-specific KPIs & dashboards
to support management meetings and reduce decision time.

Reduce manual effort
required for reporting through integrations and data pipeline.

Transparency on all levels
with option to drill deeper enables faster and better decision making in all teams.

"As the ValueWorks team combines technical with business consulting knowledge, they could solve every topic quickly and we had a fairly smooth onboarding process."

Wolfgang Weber
Co-founder & Head of Product & Innovation at cxomni