

## Increased Customer Retention Rate from 85% to 92% for Global Cyber-Security Company.



### Overview

The client is a global cybersecurity leader influencing the cloud-centric future by using technology that revolutionizes how individuals and businesses function. With constant innovation in the business, the client needed help to increase the value and ROI customers realized from their product.

### Business Needs & Goals

Complementing its high standards for customer service, the client sought to expand its support personnel efficiently. Companies were driven to transfer to the cloud at a record-breaking pace—along with their company data—by the global shift toward a remote workforce.

They achieved unprecedented growth throughout the year, tripling their revenue and clientele. With growth came the need to scale without compromising on customer experience. That meant managing thousands more client interactions each month and the need to expand their team to keep up. Direct scale with speed would lead to struggles to keep up the customer retention & feature usage rate. Maintaining high-velocity, the low-friction customer experience was a priority.

## Solutions

Trantor helped the client to deliver maximum value for the end-users. Trantor helped design a next-gen strategy and processes to enhance the customer service performance and user satisfaction ratio.

The solution was driven by real-time customer analytics, allowing teams to be more proactive and provide better service when and where customers needed it most. Trantor helped the client to improve the overall customer retention to 92% by making the processes more defined and structured. With its core competencies of customer success management and analysis, Trantor implemented more relevant features and functionalities, thereby making the feature usage rate go high.

## Result

With immense knowledge on both ends of the client and customer success management, Trantor implemented significant changes for the client. The customer retention rate went up by 10 points to 92% in less than a quarter.

## Value-Added

- Increase the customer retention rate from 85% to 92%
- Higher Feature Usage Rate – Implement more relevant features and functionalities – >20%
- Product Usage Stickiness – Higher DAU and MAU Ratio

## The Client

"Trantor not only helped us enhance our customer retention rate but also gave us the best advice whenever needed. Their efficiency and reliability make us come back to them repeatedly."

*VP-Tech & Marketing*

### Next Steps

If you want to discover more about Trantor Inc. Services, Please Contact [sales@trantorinc.com](mailto:sales@trantorinc.com)

Trantor takes pride in delivering innovative technology solutions, enabling our clients to achieve their business objectives cost-effectively. With expertise in both cloud-based and traditional applications, we understand all the aspects and challenges of software development. We build long-term partnership with our customers by setting up dedicated CoE (Centre of Excellence), thereby enabling them to scale their business, reduce costs and continue to be innovative.

01 Talent

02 Lowering TCO

03 Transparency

04 User-Centric Approach

## Contact Us

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