



OUT OF THIS WORLD CUSTOMER SERVICE

Data Driven Customer Retention

Zentail

A startup company that provides software to help third party sellers simplify managing and selling products across multiple ecommerce websites

OPPORTUNITY

Zentail is starting to onboard higher-value customers and needs a way to measure and improve customer satisfaction

APPROACH

- Researched Key Performance Indicators to place customers into categories
- Interviewed employees to understand workflow between different teams
- Analyzed customer data to find key insights and causes for churn
- Mapped customer statistics with experiences to create a customer dashboard

RECOMMENDATIONS & IMPLEMENTATIONS



Recurring Customer Outreach

- Customer success should conduct regular phone call interviews to gather structured data on customer experience
- Data should be collected in standard categories to update customer dashboard



Customer Dashboard

- All teams should reference centralized KPIs that measure customer challenges and goals
- Data should be used to inform conversations with customers

Special Thanks to:

COHORT 29
The Best of Friends

DR. JIM PURTILO
Faculty Advisor

MATTHEW THOMAS
Project Champion



18
customers retained in 12 months

285
hours saved per year

\$180K
in savings

IMPACT



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