**Strategy to Revenue Drives 20% Increase In Customer Spend**

**Challenge:** Help a leading marketing automation software company coach its customer satisfaction team on how to continue to delight customers, whilst proactively growing share of customer wallet, and freeing up the sales team to focus on new business.

**Approach:**

Strategy to Revenue’s Pathfinder assessment identified the influence of the company’s culture on the team, their motivations, reservations, and working styles. From here, a bespoke Pathfinder program was developed to coach the team how to adopt behaviors that would help the company achieve its goals. Through a

SKILLbuild™ online assessment, individuals identified their own performance shortfalls. This formed the basis of a nine-week individual learning path with links to learning, work-based activities and exercises, followed by a two-day workshop where newly learnt competencies were reinforced. The company implemented Strategy

to Revenue’s recommendations on how to compensate behaviors using metrics and language associated with customer success rather than sales. Upon completion of the program, team managers were given the Compass tools to continue on-the-job coaching and assessment, ensuring new skills weren’t lost and standards were maintained.

**Result:**

Within 12 months:

* 77% customer renewal rate, up from 65%
* 20% increase in value of average customer account
* 82% of sales team report more time to hunt for new business