Service: Product Engineering

How a $50M SaaS Achieved 35% Retention Growth and Delivered 15% Faster

Introduction

The client, a mid-sized SaaS company specialising in workflow automation, had enjoyed early success with its flagship product, amassing 20,000 active users and generating $50M in annual revenue. By its fifth year, the company began to face significant challenges. The product's outdated infrastructure struggled to support user growth, and customer churn spiked by 20% as competitors entered the market with faster, more intuitive solutions.

Internally, siloed teams and inefficient workflows slowed innovation, with development cycles stretching over 12 months. Leadership faced a critical decision: adapt and modernise or risk obsolescence.

Client Background

- **Industry:** SaaS (Workflow Automation)
- **Annual Revenue:** $50M
- **Employees:** 300+
- **Customer Base:** 20,000 active users

Challenges

1. Legacy systems caused scalability issues and downtimes during peak loads.
2. Retention dropped by 20% in one year, driven by lacklustre user experiences and minimal engagement.
3. Fragmented processes resulted in delays, with teams spending 40% more time on manual QA and debugging.
4. Features were outdated, failing to meet evolving customer expectations and losing relevance to competitors.

Consulting Approach

Deep Discovery Phase

- SWOT Analysis: Identified strengths (loyal customer base), weaknesses (infrastructure), opportunities (market expansion), and threats (competitors with superior products).
- Stakeholder Alignment: Conducted leadership workshops to refocus on user needs and operational agility.
- Market Benchmarking: Assessed competitors' features and industry trends, identifying areas for immediate improvement.

Technology Revamp

- Transitioned from a monolithic architecture to cloud-native microservices, enabling 5x scalability.
- Integrated automated CI/CD pipelines, reducing deployment errors by 50%.
- Established a centralised real-time analytics system to monitor user behaviour and system performance.

Agile Implementation

- Introduced Scrum methodology, enabling bi-weekly sprints and iterative feature releases.
- Cross-functional squads improved collaboration, reducing development cycle times by 40%.

User-Centric Product Design

- Conducted in-depth interviews with high-churn customers to identify pain points.
- Redesigned the interface, focusing on simplicity and seamless navigation.
- Introduced a personalised onboarding process, increasing feature adoption by 50%.

Impact

Customer Retention:

- Improved by 35%, reversing the churn trend within six months.

Feature Delivery:

- Time-to-market decreased by 40%, enabling quarterly updates versus annual releases.

Infrastructure Costs:

- Reduced by 25% due to cloud migration and better resource utilisation.

Scalability:

- The revamped architecture supported a 5x surge in concurrent users without performance degradation.

Employee Productivity:

- Streamlined workflows and agile practices increased productivity by 15%.

Conclusion

This transformation showcases how we at Accropolix deliver impactful product engineering solutions. By addressing technical inefficiencies and operational challenges, we helped the SaaS company modernise its technology stack, reconnect with users, and regain its position as a market leader. Our approach combines innovation with a deep understanding of customer needs, ensuring lasting success for our clients.