

**CUSTOMER**

7Geese is a social performance management platform for continuous feedback, coaching, recognition, and goal tracking.

**CHALLENGE**

7Geese wanted to improve customer retention, but they lacked actionable insight from their customer data.

**SOLUTION**

7Geese implemented Natero to turn their customer data into proactive daily tasks for reducing churn.

**RESULTS**

- **24% reduction in average monthly churn**
- **Stabilization of churn from month to month**

Using Natero, the Customer Success team now has the context they need to make intelligent decisions about customer engagement.



**Christine Nathaniel**

Director, Customer Success @ 7Geese

## How 7Geese Uses Natero to Improve Customer Retention

7Geese is a social performance management platform that empowers employees to achieve goals, get recognized, and receive continuous feedback in an engaging social environment using Objectives and Key Results.

"We're helping organizations achieve more together," says Christine Nathaniel, Director of Customer Success at 7Geese. Christine leads a three-person Customer Success team who manage customer retention at this growing B2B startup.

"Our number one priority is to reduce and control churn – that's our team's north star."

7Geese is a Software-as-a-Service (SaaS) company with many sources of customer data at its disposal. Before Natero, a number of these sources were disconnected from each other, and Christine had few opportunities to analyze and act on the data in a useful way.

Christine knew she would need an *actionable* solution to help her execute the Customer Success strategies she envisioned for 7Geese.

“I was familiar with the incumbent solution and knew it wasn’t going to help me do what I had in mind.”

What Christine envisioned was a tool that could help her team prioritize their work and engage with the right customers at the right time. She also wanted a solution that would help her team make a bigger impact without the need to keep adding headcount.

“I was looking for something to make us more productive. Not just a tool that would display information but something to help us *take action* in our day-to-day activities.”

During her solution search, Christine became interested in Natero’s predictive technology. Natero’s proactive alerts show Customer Success Managers which accounts need their attention – as well as why and what to do about it.

“Natero’s alerts tell us things we either didn’t know or were too busy to know.”

In addition to alerting, Natero could bring together 7Geese’s customer data like never before. Christine would now get rich context about the health of her accounts, leading to more effective customer outreach.

After a thorough evaluation process, Christine selected Natero as her preferred CSM solution. She introduced Natero in a unique way:

“I told my team that we now have another CSM on our team... and that new CSM’s name is Natero.”

Using Natero, her team led the charge in reducing churn and optimizing Customer Success processes at 7Geese. Part of that improvement came through codifying their workflows:

“Natero’s task management keeps us on track. In the past, we were often scrambling to get a handle on our customer base, and Natero helped us reduce that chaos.”

In addition, Christine’s team uses Natero’s actionable account views to prioritize their work:

“We use Natero to see who’s at risk, who might need additional seats, and who’s very happy and willing to be a reference for us.”

As a result, Natero helps her team focus their attention on the accounts that need it most:

“Natero helps us make intelligent decisions around priority. Otherwise, everything can seem like it’s the most important thing. Natero’s ability to *action our data* has been really helpful to us.”

Christine’s investment in Natero has paid off in a big way:

7Geese **reduced average churn by 24%** and **stabilized the range of churn** from month to month.

“Natero has helped us stabilize churn, and now we plan to dig in and use it to optimize our processes even further.”



## About 7Geese

7Geese allows organizations to focus on engaging people, improving the visibility of goals, and enhancing company culture to achieve long-term sustainable growth. 7Geese is for organizations that are moving away from traditional command-and-control management to partnering with their people to unleash the human spirit at work.

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## About Natero

Natero is a Silicon Valley-based Customer Success Platform for B2B SaaS companies. Founded in 2012 by veterans of big data, data science, and distributed systems, Natero is the only Customer Success solution to merge machine learning for predicting behavior and big data analytics for deep customer insights.

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