

UserPilot Success Story



Boosted expansion revenue through upgrades and upsells

Significantly reduced the churn rate across customer segments



Client Overview:

UserPilot helps SaaS businesses create personalized in-app messaging to enhance their customer journeys, provide effective user onboarding, increase user activation, and boost feature adoption.

Industry: SaaS

CS Team Size: 10



The Challenges:

Before implementing Custify, UserPilot's CS processes were mostly manual and relied on many separate tools for customer data management. Once their customer base started growing rapidly, they realized they needed a tool that would help them better manage customer portfolios.

More specifically, they had the following challenges:

- Their **internal CS processes** weren't streamlined and unified
- They couldn't keep track of **customers' health scores** and **customize the user experience** based on insights into customer satisfaction
- They weren't able to track whether their customers **were using the product enough** or whether they had any **pain points within their journey**



Solution with Custify:

To resolve their challenges, UserPilot implemented Custify. Here's what happened:

- They can now manage all of their **customer data in one place**, which allows them to easily analyze **product usage** and get a better idea of their **customers' health scores**

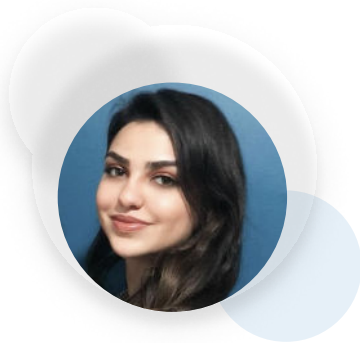
- Custify helps them identify and “**catch**” the customers with a **high risk of churning**, such as the customers with failed payments, and **prevent them from churning**
- With Custify, UserPilot can **process their customer feedback** easily and customize their email outreach based on user input



The Results:

After implementing Custify, UserPilot has been able to:

- Save **numerous customers** from delinquent churn with a proactive and high-touch approach
- **Increase customer satisfaction** and make sure that their users get the most out of UserPilot
- Increase the amount of **upgrades** and **upsells** which, in turn, **boosted their expansion revenue**



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Custify helps our CSMs do their job more efficiently, from scheduling and executing customer onboarding calls to sending personalized emails based on our users’ behavior, health scores, and product usage. We now have a unified view of all our customer and company data, which helped us automate our CS processes.

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Rania Jamal, Head of Customer Experience at **UserPilot**

Take action – improve your customer success now.

[Get Started with Custify today](#)