Custify

BeMyEye Success Story

BeMyEye

Increased NPS by **20%**,

Saved **15** hours monthly

Centralized **80%** of customer data

Client Overview:

ByMyEye is a technology company providing AI-powered enterprise solutions tailored to retail and global brands. They are automating instore data and insights for leading consumer businesses in retail with the power of computer vision. Their solutions improve sales force efficiency and effectiveness significantly by providing next best actions to make stores perfect for both brands and shoppers.

Industry: Software Development

The Challenges:

- **Scattered Customer Data:** Data was spread across platforms like Google Sheets and Excel, making it tough for the CS team to track customer status and manage operations.

- **Time-Consuming Task Management:** Managing tasks and projects required manual follow-ups, leading to inconsistencies and missed action points.

- **Limited Visibility into Team Workloads:** The CS team struggled to see individual workloads, making it difficult to assign tasks efficiently and align efforts.

- **Overly Complex CS Platform:** BeMyEye's previous platform required heavy technical support, slowing down daily operations for the small team.

- **Inconsistent NPS and Customer Feedback Tracking:** NPS scores and customer feedback collection were inconsistent, making it difficult to analyze and act on customer sentiment.

Solution with Custify:

BeMyEye implemented Custify with concierge onboarding. Here's what happened:

- **Customer 360 View for Centralized Data:** Custify's Customer 360 feature centralized all customer data, providing real-time insights into customer status and interactions, significantly improving customer information management.

- **Task Management for Streamlined Operations:** Custify's task management feature enabled easy tracking of key milestones and follow-ups, streamlining the day-to-day operations without the need for manual tracking.

- **Playbooks for Automated Workflows:** The Playbooks feature enabled BeMyEye to automate workflows, ensuring consistency in customer touchpoints and follow-ups. This reduced the administrative burden on the team, allowing them to focus on providing value to customers.

- **Integration with Existing Tools:** Custify integrated with BeMyEye's Salesforce and Slack, automating updates and keeping the team aligned.

- **Simplified NPS and Customer Feedback Tracking:** With Custify's NPS functionality, BeMyEye standardized its feedback collection process, allowing the team to consistently track customer satisfaction.

The Results:

Since implementing Custify, BeMyEye has achieved:

- **20% Increase in NPS:** BeMyEye's NPS score increased due to Custify's streamlined feedback collection and action processes, providing clearer insights into customer satisfaction and retention.

- **Saved 10-15 Hours Monthly:** Automating customer tracking and task management has saved the team 10-15 hours per month, freeing them to focus on higher-value activities, such as customer engagement and expansion.

- **Centralized 80% of Customer Data:** Custify helped centralize 80% of all customer data, up from only 40%, making it easier for the team to access real-time information and reduce errors from scattered data across multiple systems.

- **Enhanced Team Performance:** Enhanced tracking of customer interactions and workload distribution allowed BeMyEye's Customer Success team to better manage tasks and performance, contributing to smoother customer journeys and stronger relationships.

When we started with Custify, we had been using another platform that was too complex and required a lot of technical effort to maintain. Custify made everything simpler—centralizing our data, improving our NPS by 20%, and automating workflows, which saved us about 15 hours each month. With Custify it's easy to streamline your processes and focus more on customers.

Marina Akimova - Head of Customer Success

Take action -- improve your customer success now.

Get Started with Custify today