CustomerGauge

SINGLEHOP®

Double-Digit Growth
Built on Customer Satisfaction

Case Study: SingleHop

1

Fostering Customer Relationships with SingleHop

Since 2006, SingleHop has been helping companies deploy and manage infrastructure painlessly. Given the complexity and breadth of their solutions, ensuring they are meeting the challenges of customer needs can be difficult.

In an effort to continue delivering superior service and remain at the forefront of Managed Services and Infrastructure as a Service (IaaS) innovation, SingleHop began researching better ways to capture the Voice of Customer. In 2011, SingleHop selected the CustomerGauge Net Promoter® program.

In a previous case study with SingleHop back in 2011, CustomerGauge looked at what lead them to choose a Net Promoter System®, which they boiled down to:

- The ability to get consistent customer feedback
- Having a clearly-defined metric of the levels of loyalty and advocacy among clients
- Identifying areas of improvement where they may be able to make positive changes to their service offering

Over the last 6 years, their Net Promoter program has evolved alongside their growing business. Since then, SingleHop has been working tirelessly to enhance their customer experience through a number of initiatives including integrating CustomerGauge their NetSuite CRM platform, implementing their Service First program, reducing churn through improved account relationships, expanding their array of products and services and much more.

"SingleHop has been working tirelessly to enhance their customer experience through a number of initiatives including integrating CustomerGauge their NetSuite CRM platform."
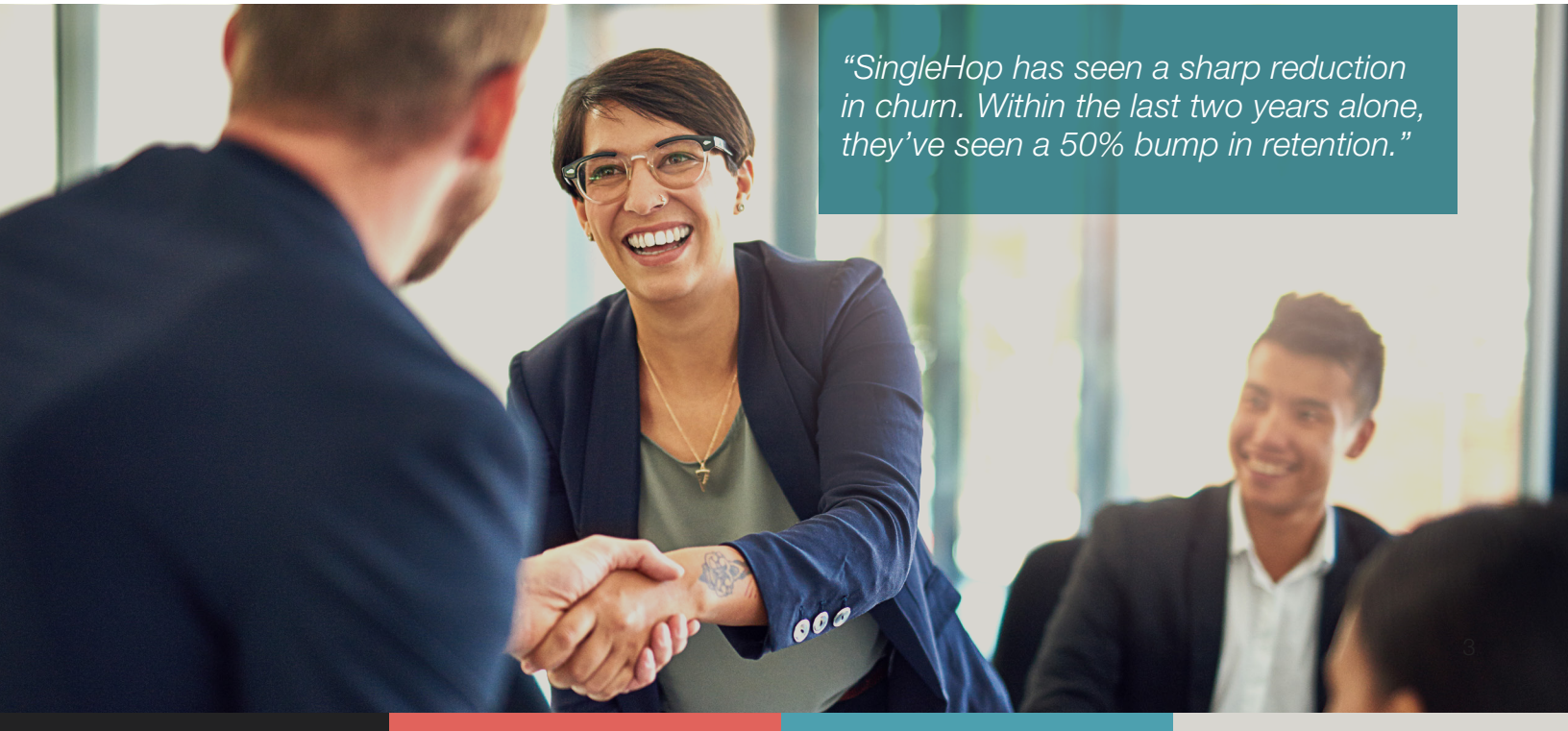
Service First—Mastering Customer Loyalty for Double-Digit Retention

In 2015, SingleHop began to turn their focus to their new customer service philosophy: Service First. This company philosophy was created to merge their service-level standards with a consultative, empathetic approach to client support and managed infrastructure services. This approach starts at every level of the customer experience, from onboarding to customer support, which have both been streamlined as a result of the program. It is built on a four-pillar foundation:

- Operational transparency
- Never-outsourced support
- 24/7/365 service
- Industry-leading SLA

By coupling their Net Promoter System with this initiative, SingleHop has experienced a rise in both Net Promoter Score and retention. In 2016 alone, using the CustomerGauge platform and ServiceFirst program, SingleHop boasted an average Net Promoter Score growth of 42% year over year (for Q3), reaching a Net Promoter Score of 75 in February 2017. You can learn more about the results of the Service-First program here. In addition, SingleHop has seen a sharp reduction in churn. **Within the last two years alone, they've seen a 50% bump in retention.**

As their customer base continues to grow, Single-Hop will keep looking for ways to use their NPS data to streamline customer experience. "I think there is more that we can do to overlay NPS scores onto some of our other data points, and we'll be looking at doing that moving forward. However, being able to give our account managers and key account managers insight into the overall account sentiment provides a head start when it comes to other retention activities," comments TJ Waldorf, VP of Inside Sales & Marketing.

"SingleHop has seen a sharp reduction in churn. Within the last two years alone, they've seen a 50% bump in retention."

Bridging the Divide Between Customer and NPS Data

As SingleHop's business continued to grow, there became an increasing need to better connect the large volume of customer data within their NetSuite CRM with the NPS data housed in their Customer-Gauge platform. In February 2017, CustomerGauge integrated with their NetSuite CRM.

Using CustomerGauge's integration with NetSuite, SingleHop can now easily use their NPS data alongside their NetSuite customer data, without having to export results from separate systems and merge them together. It also helped SingleHop streamline the process of sending the initial customer data over to CustomerGauge, to send out their NPS surveys.

All of this has allowed SingleHop to easily perform a number of vital functions, such as:

- Comparing NPS data with customer data, quoting data, and support metrics
- Improving communications between the two systems for easy data pulling
- Streamlining surveying workflow

"We can compare the NPS data with our other data easily now that we have that integration," says Kyle Kinder, Director of Business Operations at Single-Hop, and CustomerGauge's main point of contact for implementing and setting up the integration. "Whereas before we had to have the developer modify the script or an API call, we can now just make a change on the NetSuite side or within the Customer-Gauge platform. We just modify the integration, save it, and the next time that it is scheduled to run, it will pull the new integration."

Part of the success of SingleHop's current customer approach can be attributed to their new account management capabilities. Before the integration with their NetSuite system, they were only sending surveys to primary contacts on accounts, even though some accounts had five or even ten key contacts.

As a result, they weren't getting a totally holistic view of the overall account relationship. "Sometimes the primary contact was someone we didn't interact with on a daily basis, like a CEO, whereas we might interact with a developer or lead admin." Since the integration, SingleHop is now able to survey multiple people on the account, putting them in a better spot to make decisions and take action accordingly based on the feedback they receive.

"Whereas, before we had to have the developer modify the script or an API call, we can now just make a change on the NetSuite side or within the CustomerGauge platform."

Built for Growth

SingleHop's customer-first focus hasn't gone unnoticed. This year, SingleHop won the Stevie Award for Customer Service Department of the Year. The Stevie Awards for Sales and Customer Service is one of the highest honors for customer service organizations. SingleHop was one of 2,300 nominations, judged by 77 professionals representing a variety of industries.

Beyond industry recognition for their customer centricity, SingleHop has, since 2010, experienced tremendous growth. They've doubled both their revenue ($28 million to almost $50 million) and their employee count from around 100 employees to 170.

Where in 2013, 98% of their revenue came from a single product category (dedicated servers), they've expanded their portfolio dramatically. Coupled with their razor-sharp focus on the customer experience, SingleHop now has a holistic IT view of the coverage and types of services their individual accounts needs.

According to TJ, customer satisfaction is the main driving force behind SingleHop's continued success: "It's really about being as proactive as possible when it comes to customer experience, as well as transparent in the services you provide and proving your value to the customer on a daily basis."

"It's really about being as proactive as possible when it comes to customer experience, as well as transparent in the services you provide and proving your value to the customer on a daily basis."

CustomerGauge

SINGLEHOP®

Contact Information

CustomerGauge

CustomerGauge is a software-as-a-service platform that improves customer experience using the industry-standard Net Promoter System®. The system helps companies automatically measure and analyze feedback in real-time, act to reduce churn through close-loop tools and grow their bottom line.

US: +1-844-211-3932
EU: +31 208 20 21 60

Website

SingleHop

SingleHop is a leading global provider of Hosted Private Clouds and Managed Hosting with customers in 120 countries and 10,000-plus physical servers under management.
Inc. Magazine added SingleHop to their list of fastest growing U.S. companies for the 8th year in a row in 2017.

Website