



CASE STUDY:

Using Insights to Reduce Churn and Improve Loyalty

CUSTOMER:

A market leader in enterprise software

PRODUCTS USED:

Verto Watch and Custom Research

A Fortune 500 technology company, a market leader in enterprise software, wanted to identify its least and most loyal customers for a specific product category and determine why it was losing users to its biggest competitor.

What they wanted to discover:

1. Which aspects of the product drive higher user engagement and loyalty?
2. How do usage patterns differ between the customer's product and that of its competitor?
3. In what context are these types of products used, and what do users do before and after using them?

*Using Verto Watch and Custom Research, we built a profile of its closest competitor's users. Using the information we provided, our customer adjusted its R&D focus and product strategy, effectively reducing churn by almost **40%** for one of its products and gaining **3.5 million** new users.*



Findings

Devices

- ▶ Users tended to use this type of product on PCs rather than on mobile devices.
- ▶ Most users use this type of product mainly on PCs because the products were not originally built for mobile.

Usage

- ▶ All the primary features of its competitor's products were used by its users, whereas our customer's users tended to use just one aspect of their product.
- ▶ Our customer's products were used mainly during the working day, while use of the competitor's product suite started during the day and peaked in the evening.

Competitive Insights

- ▶ Our customer's products still had a high reach among their competitor's users.

- ▶ Our customer's users were about 50% less likely to use their products on mobile devices compared to the competitive product.

Approach

Using Verto Watch, we identified the product areas where the customer faced the highest potential churn. Using Custom Research, we did an in-depth study of the key competitors who would benefit from this churn.

Outcome

The customer adjusted its R&D focus and product strategy, effectively reducing churn by almost 40% by making some key feature additions to their product. Also, the customer gained 3.5 million new mobile users, a user cohort where they were previously lacking.

