

Customer Insights Program: Pre-renewal Process

The SaaS model has flourished in recent years due to high adoption, lower initial costs, painless upgrades, and seamless integrations. The model has opened the door for new, more nimble, providers to enter the market and threaten the status quo. In addition, empowered users now have the ability to simply not-renew, and switch providers, if they're dissatisfied in any way. Often, the non-renewals come as a surprise to the account team, who was sure the relationship was stable. The challenge is that many organizations do not have a mechanism in place to capture and address the issues before it's too late. Acting as an independent auditor, DoubleCheck, helps organizations reduce the uncertainty associated with this critical stage in the customer lifecycle. By asking the right questions 90-180 days prior to the renewal our clients are afforded the time to address objections and improve retention rates.

Customer Insights Reports

Customized reports that detail client satisfaction, decision making process, changing needs, business environment, competition, and other insights to ensure the highest possible renewal rates.

Customer Insights Alerts

Customized research alerts capture key trends found within your data. These clear and concise documents are ideal for shining a light on important issues and bringing people together to determine the most effective solution.

Customer Insights Data Overviews

An aggregate view of your dataset across multiple reports. These powerful presentations are ideal for quarterly business reviews and strategic boardroom discussions.

Customer Insights Portal

Each member has secure access to their data via doublecheckresearch.com. Login from anywhere to quickly download the information you need, when you need it.

Advisory Hours

Advisory hours represent flex time to be used to help drive the value of your program. Examples include survey creation, monthly reviews, group presentations, sales training.

Customer Satisfaction

Is your client happy with your solution and support? Are their needs being addressed?

- Overall satisfaction
- Reference-able
- Praise/ Objections

Decision Making Process

How has the decision making and approval process changed? Are new people involved?

- Decision-making Committee
- Decision-making Process
- Renewability

Changing Needs

Does the buyer feel your organization and products aligns well with their culture, needs and vision?

- New functional requirements
- New decision-makers
- New technology environment

Business Environment

What internal or external influences have changed the business environment?

- Industry outlook
- Company health/ ownership change
- New line of business

Competition

Is your client exploring other options? If so, why?

- Competitive threats
- Key differentiators
- SWOT

"...those that take a more comprehensive approach have seen a 15-30% increase in revenue and up to 50% improvement in win rates..."

*Source: Gartner, "Three Ways Technology Marketers Can Use Data from Win/Loss Analysis to Increase Win Rates and Revenue", Todd Berkowitz, May 2014

About DoubleCheck Research: DoubleCheck is an independent research firm focused on bridging the gap between buyers and sellers of enterprise solutions including technology, consulting, and advisory services. Founded in 2013 DoubleCheck began with a dream to create a simple, effective, and straight forward value proposition where experience and passion collide to produce game changing primary and syndicated research for retail and manufacturing solution providers. Visit us at www.doublecheckresearch.com