

Yello Buyers' Insight Case Study

Improving Customer Success / Renewal Rates

Overview

Yello, a leading cloud-based talent acquisition Software-as-a-Service company, observed changes in their clients' recruiting strategies. Corporate recruiting is undergoing a rapid digital transformation in a highly competitive race to hire talent and provide a positive candidate journey. Yello's goal to continuously deliver the best partnership possible with their customers and maintain their high growth and renewal rates lead them to seek out the details on why their customers renewed or churned.

Yello chose Egress to perform a Customer Success Insight study to identify their customers' renewal decision criteria and craft improvement recommendations.

The Project

Egress provided an unbiased third-party assessment of existing and former Yello customers. The engagement began with a workshop with key Yello stakeholders to identify their top 5 hypotheses on why customers renew or churn. Egress then crafted a custom questionnaire to test each hypothesis with Yello's existing and former customers. Similarly, to understand internal perceptions on why customers renew or churn a modified questionnaire was sent to Yello employees. Based on the survey results, Egress then interviewed existing and former customers to gain further details on their responses and to test components of the hypotheses that didn't lend well to survey based questions.

The Results

The project culminated with an in-person presentation and report to the senior leadership team of Yello, providing them with:

- Key observations and findings – voice of the customer feedback
- Detailed results for each hypothesis, if validated or rejected backed by:
 - Quantitative data from the survey
 - Qualitative data from the interviews
- Prioritized recommendations to increase renewal rates
- Internal perceptions that varied from customer perspective
- Full survey responses and analysis with associated raw data
- Complete interview analysis with transcripts & recordings of each interview

Key Benefits for Yello

- Data-driven clarification on why their customers renew or churn
- Ability to focus on proven hypotheses to drive high renewal rates
- Avoid costly efforts geared toward addressing rejected hypotheses
- Opportunity to correct misaligned internal perceptions on customers' needs
- Actionable insights to increase customer retention and satisfaction

YELLO'S COO, RON WILSON'S
THOUGHTS ON EGRESS SOLUTIONS

“As part of our Rally Cry to drive customer retention, Egress was critical in providing us the data we needed to make strategic decisions and improvements for our customers.

Our next Rally Cry is tied to proving value to our customers and the work from Egress provides us guidance on where to focus.

Internally people still refer to ‘the Egress report’. It has provided us with tremendous value.”

The Yello logo is written in a lowercase, blue, sans-serif font. The letter 'y' is stylized with a long, thin tail that curves upwards and to the right.