



C A S E S T U D Y

EXECUTIVE WORKSHOP & CX ASSESSMENT FOR GAS UTILITY SOFTWARE, ENABLES A DATA ANALYTICS COMPANY'S CLIENT THRILLMENT INITIATIVES

A Data Analytics Company in the Oil and Gas Industry.

CLIENT OVERVIEW

Our client, a data analytics company in the oil and gas industry ("Our client"), delivers Integrity Management software and consulting services to North American oil and gas providers. Our client's probabilistic risk models are highly regarded in the industry for their ability to help pipeline operators identify and address safety risks. These models provide a comprehensive view of a pipeline's future performance, enabling operators to make informed decisions about asset management. Our client is committed to developing innovative technology that supports its mission of "Better Pipelines for a Better World," and empowers its clients to manage their assets with a risk-aware approach effectively.

PAIN POINTS

Our client's mantra is "Making clients win." In support of this, Growth Molecules™ was brought in as a partner to help elevate their customer experience (CX) and ensure that client-facing teams are enabling clients to succeed. Our client is multiplying, and it is essential to its leadership team that the quality of the CX and the company's values are maintained as they scale

The following success criteria were identified for the engagement & were achieved in less than six weeks.

Cultivate Operational rigor to support the rapidly growing organization while maintaining an excellent CX.	Align cross-functional leadership on a client-centric mission	Introduce a common language where CX permeates the organization
Cultivate Operational rigor to support the rapidly growing organization while maintaining an excellent CX.	Identify success metrics and KPIs for the CX organization.	Enable client-facing teams to drive revenue growth and client 'thrillment' as the clients refers to mission-critical goals



“Growth Molecules dove deep into our organization to thoroughly understand our team’s specific challenges and opportunities. They drove executive alignment and education with the CX workshop that prepared us to win from the top-down. The 6- week diagnostic assessment addressed all of the key outcomes that we were looking for, providing strategic guidance on what strengths to double-down on, and what areas for improvement to focus on first, all with a prioritized approach. The Growth Molecules team knocked it out of the park.”

~ quote from the CCO of our client in the oil & gas industry

(Anonymity was requested for this case study due to industry competition.)

The Results

The Growth Molecules Executive Client Thrillment Workshop and Client Success Assessment resulted in deep and actionable insights into the organization, including a SWOT analysis, proposed CX team structure, and strategic recommendations to elevate our client’s CX.

10% increase in Time to value (TTV) for new client implementations by implementing data transformation efficiencies

15% increase in CSAT due to the implementation of client Mutual Action Plans

5% increase in Gross Retention Rate by mapping and tracking against client business outcomes

Three areas of focus identified to ensure future success, broken down into ten specific initiatives with supporting content and guidance

Detailed and actionable roadmap highlighting timeline to execute key initiatives over the next 18 months

Implementation of a revamped CSAT surveying program and dynamic client health scoring framework

Data-driven identification of focus area for immediate action and four tactical steps to execute.

100% Executive alignment on client success terminology and cross-functional initiatives.



ABOUT GROWTH MOLECULES™

Growth Molecules™ is a Customer Success Advisory firm, helping companies protect and grow revenue.

We do That in Three Ways:

- We assess your current capabilities: People, Processes, and Systems.
- We implement new solutions: Actionable Playbooks, Technology, and Training.
- We execute them: Fractional Customer Success Leadership, Success, Leadership, and Support Training.

Growth Molecules™ is the ideal partner in revenue growth and customer success management. Our proven methodologies swiftly identify organizational needs, and strategically plan solutions to positively impact business outcomes. Our team of award-winning strategists are former customer success leaders who understand what it takes to increase revenue through customer success. Don't take it from us, take it from our customers through case studies and **G2 Reviews** to prove it. **Contact us** today to get started on your customer success optimization journey.