

C A S E S T U D Y

GAINSIGHT ESSENTIALS SOLUTION DEPLOYED IN 6 WEEKS FOR SUBSCRIPTION SERVICES POWERHOUSE

CLIENT OVERVIEW

Ordergroove enables Relationship Commerce experiences for hundreds of brands and retailers, including The Honest Company, Stumptown Coffee, L’Oreal, Hotel Chocolat, and PetSmart, shifting consumer interactions from one-and-done transactions to frictionless and highly profitable recurring revenue relationships. With successful subscription and membership experiences, the company’s technology platform coupled with artificial intelligence, analytics, and unmatched consumer expertise helps top brands transform their commerce experiences across every channel while making their consumers’ lives easier.

PAIN POINTS

With gross merchandise value on the platform growing at a rate of 60%, Ordergroove’s customer success managers (CSMs) needed a way to consistently, and proactively, manage customer relationships. A single source of truth for customer visibility was lacking, yet was necessary for the company’s rapid growth.

Ordergroove partnered with Growth Molecules™ to purchase and implement the Gainsight Essentials customer success platform solution. Additionally, a customer success playbook and a customer success workshop were delivered in parallel to maximize impact for CSMs, and ultimately to drive revenue protection and growth.



“The time to first value was swift, and the Growth Molecules team were our true partners through each step of the process. The Gainsight Essentials implementation was organized, efficient, and impactful – complete with high impact team training, a robust CS playbook, and a customized reference guide. Industry best practices for both the Gainsight technology platform, and for strategic customer success management, were at the forefront of our partnership with Growth Molecules. We look forward to continuing our company growth, which was nurtured by our investment in this cutting edge technology solution.”

John Switzer, VP, Sales & Service Operations



ENGAGEMENT RESULTS

Gainsight Essentials Implementation Results:

The technical implementation was a pivotal move for Ordergroove's CSM team. By engaging Growth Molecules for the Gainsight Essentials implementation, including the integration of 3 external data sources (Salesforce, Zendesk, & BigQuery), the Ordergroove CS team experienced the unparalleled combination of industry domain expertise as well as the technical acumen of the Growth Molecules team. In only 6 weeks users were in the system, and in only 9 weeks, Gainsight Essentials was the system of record for Ordergroove's CSMs. The deployment also included the configuration of following system feature sets with rules unique to Ordergroove's business:

- 24 custom reports
- Predictive customer health scorecard
- Digital Touch Journey Orchestrator
- 3 customer 360 layouts
- 12 automated calls to action (CTAs)
- 13 Actionable Playbooks
- 17 Email Templates
- 2 Dashboards
- 2 Trained System Administrators
- Full Team Training

Customer Success Playbook Results:

The high-impact toolkit included techniques and guides that up-leveled the Ordergroove CSMs' performance. We delivered plays for 5 customer journey map stages, across 3 customer personas, that included 6 customer email templates, a team RACI model, negotiation framework, and a sales-to-customer success handoff template. After enabling the team via a workshop that also included scenario role plays, Ordergroove's CSM team members are now equipped with the essential skills to drive:

- Smooth sales to customer success handoffs
- Customer relationship building strategies for adoption, expansion, advocacy, and renewal programs



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.