

Leveraging Gratitude to Save Valuable Hours



Kantata’s purpose-built technology enables predictable outcomes, limitless scale, and the workforce of the future.

Industry	Company Size	Website	Joined Thnks	Thnks Solutions
Computer Software	501–1,000 employees	www.kantata.com	November 2020	Customer Engagement

The Problem

Kantata’s Client Success team had long recognized the importance of showing appreciation to clients—but their gifting program had become complex, manual, and time-consuming. Tracking budgets, shipping items, and ensuring meaningful touches across accounts created friction and inconsistency.

In 2020, the team set out to find a more scalable, data-backed way to embed gratitude into their customer engagement strategy—one that could make appreciation simple, measurable, and repeatable across their entire client lifecycle.

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With Thnks, we’ve been able to make gratitude a part of our client’s journey through their entire lifecycle.

MICHELLE DELLA ROCCO — KANTATA

Solution

Kantata implemented Thnks to centralize and streamline client gifting through a digital, easy-to-use platform. What began as an ad-hoc initiative quickly evolved into an always-on gratitude program that empowered CSMs to build deeper relationships and improve client satisfaction at scale.

With Thnks, Kantata’s Client Success team gained:

- Automation and visibility into quarterly gifting campaigns and client touchpoints.
- Flexible sending options—from coffee breaks to e-gift cards—that fit any client scenario.
- Engagement analytics showing which gestures generated the highest participation and response.

Thnks’ simple interface and broad catalog of curated items made adoption seamless, allowing every team member to engage clients in personalized, authentic ways.

After Partnering with Thnks

Since integrating Thnks, Kantata has transformed gratitude from a one-off gesture into a measurable business strategy. Each quarter, over 80% of CSMs participate in the gifting program—driving higher engagement in webinars, product training, and client renewals. By replacing manual processes with Thnks, Kantata now tracks ROI by campaign, ensuring each touchpoint supports retention and satisfaction goals.

84%

Thnks Open Rate

65%

Thnks Redemption Rate

3,700+

Thnks sent and counting

By shifting from one-off gifting to a sustainable gratitude strategy, Kantata’s Client Success team has increased client engagement, strengthened relationships, and embedded appreciation into every stage of the customer lifecycle.

Thnks turned gratitude into a growth driver.

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There’s always a reason to send a Thnk. We’ve been able to make gratitude an ongoing part of our client journey.

MICHELLE DELLA ROCCO — KANTATA

