

Thnks Case Study

Utilizing Appreciation to Drive Retention & Satisfaction

point of reference

Point of Reference helps companies leverage customer advocates to fuel business growth and fortify brands by providing state-of-the-art customer reference management technology and services.

Industry	Company Size	Website	Joined Thnks	Thnks Solutions
Information Technology and Services	10-50 Employees	point-of-reference.com	November 2020	Customer Engagement

Use Cases

1

Customer Retention

Influence customer retention and contract renewal

2

Incorporate Gratitude

Incorporate gratitude into high-touch service model

3

Increase Satisfaction

Increase satisfaction survey response rates

Solution

Sensing that his account managers could strengthen relationships through a more personal touch, David was on a mission to implement an attitude of gratitude throughout his business to increase customer engagement.

David realized that Thnks would allow his team to immediately begin strengthening their client relationships without having to collect customer addresses, or be hamstrung by client compliance rules. Thnks has allowed Point of Reference to personalize their business relationships by recognizing milestones, successes, and even mistakes!

David said, "Thnks has become a really hot commodity internally and there would be a revolt if we took Thnks away. Our account managers view Thnks as a tool in their relationship toolkit."

From celebrating important client milestones, to thanking their customers for completing specific tasks, to acknowledging their partners during the holiday season, his team has attained elevated customer renewal rates by sharing expressions of appreciation that are aligned with customers' personalities and interests.

After Partnering with Thnks

96%

Client Renewal Rate

95%

Thnks Open Rate

72

Net Promoter Score (Their Highest Ever)

THNKS