



Success Story

Rescuing a Lost Account and Securing the Renewal

The Challenge

The end customer, a leading American insurance company, could not see the value of the network services they were receiving and were dissatisfied with the overall service. The relationship was breaking down, and there was a high risk of the Network Service Provider losing the account.

It was clear that the account team did not have complete visibility across the whole network estate and, therefore, could not accurately portray the value of the services they were delivering. This created a disconnect between customer expectations and the services they received.

The Solution

In partnership with the Hublsoft Customer Success team and using the Hublsoft Platform, the account team developed a comprehensive understanding of the end customer's expected business outcomes, inputting these into Hublsoft, as well as connecting to relevant live data sources. This created a holistic view of their service's performance and the value delivered against these outcomes.

With Hublsoft and the new perspective this gave them, they had a clear focus to create a comprehensive plan to rectify their situation and secure the renewal. The team could now explore the network data and craft a bespoke engagement strategy directly linked to the customer's objectives, which included a comprehensive network improvement plan.

With the plan formulated, the team used Hublsoft to tailor specific value narratives for each key stakeholder within the end customer. Using personalised and bespoke lenses and pinboards, they guided executive conversations through the network's pain points. They could now clearly articulate how their solutions would address these issues and how they planned to implement and track these changes to ensure the desired outcome.

The Outcomes

By using Hublsoft the service provider was able to:

- Transform their relationship with the end customer from dissatisfaction to complete trust and transparency.
- Secure a 3-year renewal contract with agreement to use Hublsoft to track, optimise, and drive improvement across the network.
- Engage in further discussions on how they could strengthen the network's security, generating extra projects and revenue.

Organise a Demo

If you want to see how the Hublsoft Platform can revolutionise your services and help you win, grow, and secure your business, get in touch today for a no obligation demo:

[Book a Demo](#) | info@hublsoft.com