



Case Study

Technology Service Provider

The Challenge

Our customer, a global technology service provider who provides solutions and professional services to many of the world's largest corporations, was facing increasing pressure to demonstrate the value of their services to their customers.

Understanding the potential value of the data they collected to provide timely, accurate, and technically insightful advice, business leaders within the company recognised that they and their teams had become detached from their data and needed help to unlock its value.

They relied on technical teams who accessed the data and presented back static dashboards. They could not access, understand or interpret data themselves. This led to meaningless, static conversations that offered no value to their customers, threatening contract renewals, providing no opportunity for upselling and stalling overall growth.

Customer Goals

- Easily quantify and provide evidence of their products and services to customers in terms of business value.
- To provide engaging two-way customer interactions that facilitate growth and guarantee renewals.
- Enable decision-makers to make intelligent decisions supported by data and technology.
- Express detailed technical operations in an accessible and user-friendly format.
- Uncover changes to optimise account operations.
- Minimise business risk and improve data security.

The Solution

Hublsoft Decision Intelligence has been implemented into the top-performing 60 accounts within the USA.

Each implementation of the Hublsoft platform pulls together and structures the full breadth of data for a specific account, aligning this with the end customers' individual business outcomes and goals. Once configured, the immersive Hublsoft Business Landscape gives all decision-makers access to a simplified representation of the technical landscape. This allows a hands-on approach that empowers informed decisions backed up by business context, data, and AI, without reliance on a technical team.

“*No other technology supports dynamic customer interactions in quite the same way. It provides instant answers, consistently and at scale across our customer base. This drives massive efficiencies into the value messaging process.*”

Business Technology Evaluation Team

The Outcomes

Transformed customer interactions with an innovative, unparalleled user experience. The customer is now able to:

- Instantly demonstrate all outcomes that have been achieved for the customer displaying clear value and complete transparency.
- Proactively lead customer conversations using business context to immerse the customer into the decision making process.
- Express how the operations affect the customer's business in a simple, easy-to-understand manner.
- Reduce meeting preparation time by 73% with preconfigured content, including ready-to-use analytics and questions.
- Rapidly construct tailored value messaging content using our Value Messaging Maturity Model.

Greater return on investment through optimising operational efficiency. The customer has:

- A 98% reduction in average monthly governance meeting preparation, from 40 hours to 40 minutes.
- The ability to answer any customer questions immediately through the Hublsoft Business Landscape, facilitating faster, more accurate decision-making.
- Reduced post-meeting activity and follow-up by up to two weeks with the ability to perform actions within meetings. No more need to wait for technical analysts to interpret data.

Protect annual recurring revenue through sustained, demonstrable customer value. The customer can:

- Demonstrate value in business terms, for example, cost reductions due to a more robust network creating less downtime, leading to a 100% rate of renewals.
- Highlight the ongoing impact of outdated software versions and proactively recommend changes, resulting in a 30% improvement in software compliance.
- Demonstrate ongoing progress in understandable terms for monthly executive reviews, creating 17% extra revenue in up-sell and cross-sell opportunities.
- Proactively reduce disruption in their services, for example, a 62% reduction in issues resulting from software defects.

Drive growth by identifying new service opportunities through value-based recommendations:

- On average, the customer has created 17% extra revenue through up-sell and cross-sell opportunities with insights generated by Hublsoft.
- Identified a new opportunity pipeline worth over \$15 million.
- In one specific account, insights identified that upgrading software would see an 80% reduction in business impact created by defects, creating a new \$3 million project.

Plans have now been made with the customer to include Hublsoft Decision Intelligence into more of their accounts worldwide as part of the companies overall growth ambitions.

Organise a Demo

If you are unable to unlock the value of your data get in touch today and see how Hublsoft can empower your organisation:

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

“
It's a very powerful tool once you get your customers bought in!

We've had senior business leaders go directly to their board of directors to create funding to for projects we have identified using Hublsoft.

”

Service Delivery Leader