

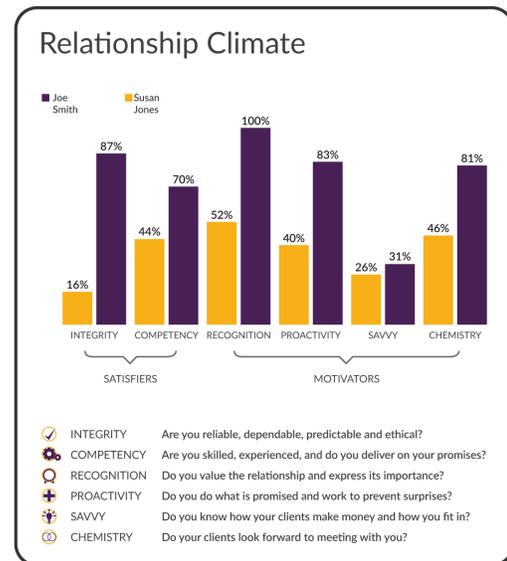
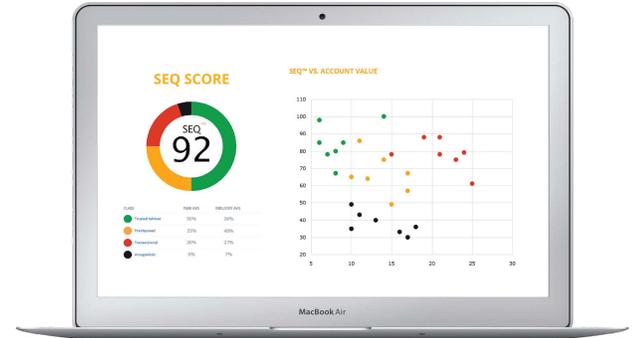
# Health Education Company Increases Key Accounts 40% with CX Management Application

**Outside The Classroom, a Boston-based company founded to address epidemic-level public health issues affecting institutions, increased its loyal key accounts 40% in three years with the help of Encompass-CX.**

Outside the Classroom’s mission is to cause measurable reductions in the negative consequences associated with health issues. Its flagship products, AlcoholEdu®, has set the standard for online alcohol

prevention through Population-Level Prevention® an approach that delivers alcohol prevention education to student groups. The product has been key to changing campus drinking cultures easily and cost effectively.

Outside The Classroom is a private, venture-backed company with no ties to the alcohol industry. It has relationships with some of the leading associations in the U.S. devoted to student health and safety including Mothers Against Drunk Driving (MADD



## The Challenge

As a private, venture-backed software-as-a-service (SaaS) technology company, Outside The Classroom had aggressive growth targets. Each client is considered a key account, and the company could not meet its growth needs without high retention rates. The company’s executive leadership team, had a “gut” feeling about which clients were happy and which were considering defecting, but they had no formal measures in place to ensure satisfaction or loyalty. Outside The Classroom needed to replace gut feelings with hard numbers and action plans in order to meet its goals.

## The Approach

Encompass-CX conducted an initial Relationship Assessment® to establish a baseline measure of the Outside the Classroom’s relationship with clients and the strengths of their loyalty. Encompass-CX then worked with Outside the Classroom to analyze the results and craft a strategy for improving struggling relationships through customized action plans, account manager training, and internal leadership coaching.

### About Encompass-CX

Encompass-CX offers a scalable software application that collects, measures and distributes customer data and provides clarity into all aspects of a company’s accounts, products and service teams making it easier for businesses to gain real-time visibility into revenue, renewals and retention.

### Learn More About Our Application

Our easy-to-use platform features highly-customizable modules that turns customer-feedback data into greater sales revenues and boosts engagement through retention.

# Health Education Company Increases Key Accounts 40% CX Management Application

## The Approach Cont'd...

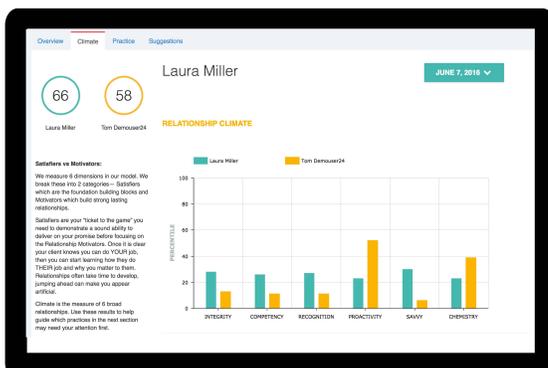
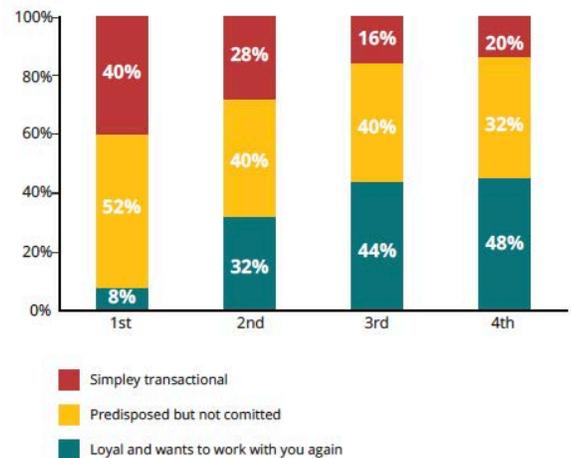
A key component to this strategy was the use of Encompass-CX's Customer Experience Management application to distribute results immediately to the account managers who need them.

Encompass-CX proved successful as measured by increased retention rates after the first year. Outside the Classroom ran Relationship Assessments on its entire client base in five subsequent years and used Encompass-CX to distribute results throughout the company.

Assessments were sent via email to Outside the Classroom's clients and compiled online. Results were automatically captured and delivered immediately to Outside the Classroom's team, along with downloadable action plans based on account strengths and weaknesses. Encompass-CX also conducted sales and relationship management training workshops to reinforce Outside the Classroom's initiative and help foster behavioral change.

### CREATING LOYAL CLIENTS

"Class of 2005 Shows Steady Migration to Loyalty" (Year to Year Matched Quadruplets)



## The Results

Outside The Classroom successfully implemented a corporate shift to focus on retention and key account planning. The company consistently met its growth goals and experienced the many benefits that come with increased loyalty and retention rates.

The chart above shows the upward trend among a set of clients who were with the company during a three-year period. The results show a **40% increase** in loyal key accounts. Had Outside The Classroom not actively measured and managed these relationships, many clients would have probably defected.

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