



## Proven CX Business Impact

*This CX case study was selected in September 2024 by an independent panel of CXPA judges for recognition of its demonstration of the positive business impact created through a customer experience focus.*

### **CXPA Proven CX Business Impact: RD Station – A New Customer Experience in the Digital Age**

#### **Company Overview**

**RD Station** is a leading SaaS company specializing in digital marketing and sales software solutions. Headquartered in Santa Catarina, Brazil, and employing over 1,000 people, RD Station serves more than 50,000 clients worldwide. The company focuses on empowering businesses with marketing automation, CRM, and customer engagement tools to drive growth.

#### **Business Challenge**

As RD Station's customer base grew from 11,000 to over 50,000, maintaining the same level of personalized service became increasingly challenging. The company faced high churn rates, especially within the first year of a customer's journey, due to low product adoption and unclear customer success management roles. Additionally, a lack of proactive communication and educational resources left many customers feeling unsupported.

#### **CX Initiative: Digital CS and Customer Education**

To address these challenges, RD Station launched the **Digital CS** initiative, integrating scalable digital touchpoints with a robust customer education program. The new service model, which was led by CX and targeted to Customer Success improvements, aimed to enhance efficiency, reduce churn, and maintain high levels of personalized customer interactions.

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Key components of the initiative included:

- **Customer Happiness Index (CHI):** A predictive metric that segments customers based on renewal likelihood, guiding targeted interventions.
- **Voice of the Customer (VoC):** Monthly reports and sync meetings with key stakeholders to plan actions based on product usage and cancellation insights.
- **Personalized Communication:** Automated, data-driven communications to connect with customers at key moments in their journey.
- **Customer Education:** A scalable education program offering insights on product usage, setup, and marketing strategies via webinars and digital content.

### Proven Business Impact

The Digital CS initiative delivered significant results:

- **Product adoption (GDR) improved** by 3%.
- **25% increase in customer coverage** with the same number of Customer Success Managers (CSMs).
- Over **3,000 hours saved** in one-on-one sessions, and **20% of customers** involved in upsell or cross-sell participated in scaled educational actions.
- **Employee Net Promoter Score (eNPS<sup>SM</sup>)** increased 34%.

### Core Business KPIs Impacted

- Churn Rate
- Customer Retention
- Cross-Sell and Upsell Rates
- Average Revenue Per User (ARPU)

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