



**How Vancord Achieved  
Badass Customer  
Experience & 1000X  
Return on Investment**

## Case Study:

### Vancord Maximizes Customer Engagement and Internal Culture with Crewhu, Increases Revenue

#### Client Overview:

- Vancord is a leading Managed Service Provider (MSP) offering comprehensive IT solutions to businesses across various industries.
- With a commitment to exceptional customer service and a focus on building strong internal culture, Vancord sought innovative tools to enhance both customer engagement and team morale.

#### Client Challenge:

Vancord faced challenges in effectively measuring and improving customer satisfaction (CSAT) scores. Their existing tool, Customer Thermometer, lacked the capabilities to provide in-depth insights and automate the process of garnering referrals from satisfied customers. Additionally, Vancord sought a solution to boost internal culture and engagement among team members.

#### Solution Implementation:

Vancord discovered Crewhu, a comprehensive customer engagement tool, at a Channel Company event, where they were immediately drawn to its capabilities. After thorough demos and evaluations, Vancord decided to integrate Crewhu into their operations.

## **Key Benefits and Results:**

### **1. Enhanced Customer Satisfaction Measurement:**

- Crewhu provided Vancord with advanced capabilities to measure CSAT scores and Net Promoter Scores (NPS) effectively.
- Unlike their previous tool, Crewhu enabled Vancord to automate the process of gathering feedback and referrals from customers, streamlining their operations and enhancing efficiency.

### **2. Improved Customer Business Reviews (CBRs):**

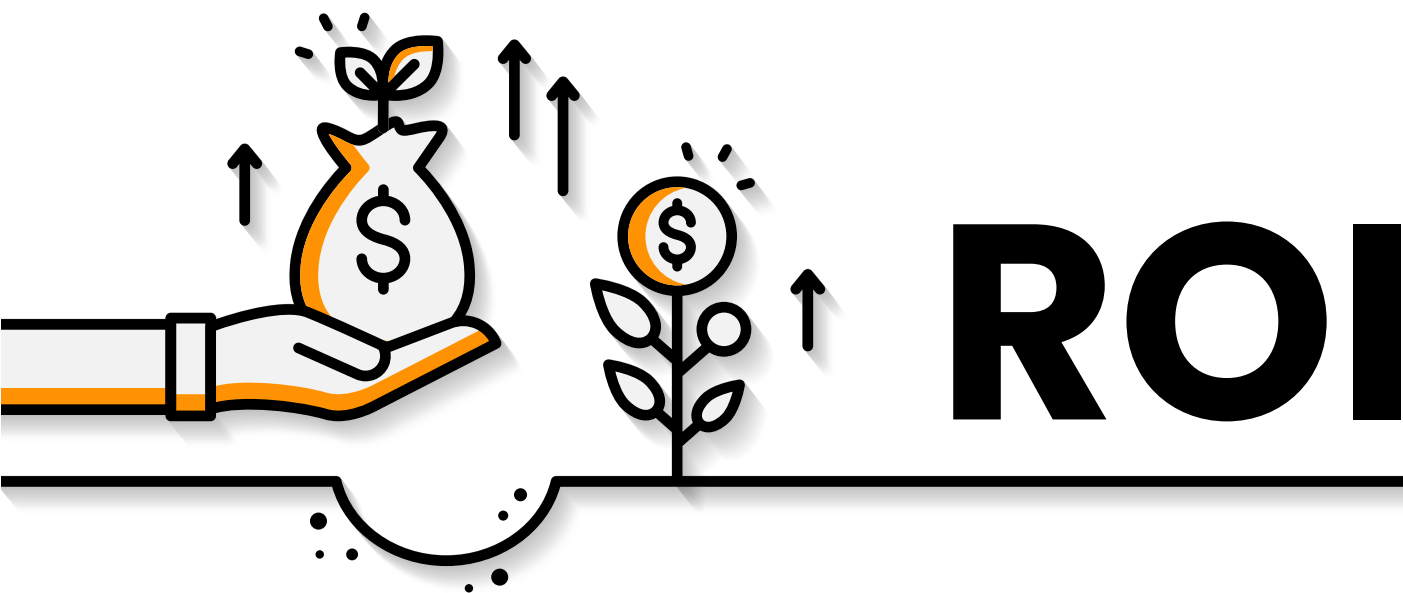
- Vancord integrated Crewhu into their customer business review process, allowing for a more comprehensive and insightful analysis of customer satisfaction levels.
- With the integration of Crewhu and ScalePad's Lifecycle Insights, Vancord could present CSAT scores directly in their customer business reviews, fostering transparency and trust with clients.

### **3. Increased Customer Response Rates:**

- By leveraging Crewhu for project closures and ticket closures, Vancord witnessed a significant improvement in their customer response rates.
- Project closure CSAT scoring, previously overlooked, saw a 90% improvement, indicating heightened customer engagement and satisfaction.

#### 4. Gamification and Internal Culture Enhancement:

- Vancord embraced Crewhu's gamification features to cultivate a positive internal culture and boost team morale.
- The platform allowed Vancord's employees to give badges and rewards, fostering healthy competition and recognition within the team.
- Executive and management teams actively utilized Crewhu to incentivize and motivate employees, further strengthening the company's internal culture.



#### Return on Investment:

On January 15, 2024, Vancord launched an NPS campaign that as of March 25, 2024, and gained 10-15k in MRR over that time. The total lifetime value of these deals closed from NPS promoter referrals is worth \$1.6 million. **Vancord's ROI on Crewhu for the quarter is nearly 1000X.**

"Crewhu has not only revolutionized our approach to measuring customer satisfaction but has also transformed our internal culture. Its gamification features have become an integral part of our daily operations, driving engagement and fostering a positive work environment. We highly recommend Crewhu to fellow MSP leaders seeking to enhance both customer engagement and internal culture."



**Lou Ardolino**  
**VP of Client Success**  
**Vancord**

Through the implementation of Crewhu, Vancord successfully addressed its challenges in measuring customer satisfaction and cultivating a vibrant internal culture. The integration of Crewhu into their operations has led to tangible improvements in customer response rates, business reviews, and team morale, positioning Vancord as a customer-centric MSP committed to excellence.

## Why Crewhu?

At Crewhu, we believe that your differentiator isn't your tech stack – it's your people. With employee recognition, even just celebrating the small daily wins makes a huge difference. You can track key performance metrics to gain much-needed visibility and gather feedback from customers so they feel understood. The platform integrates with other tools and is easy to implement from top to bottom.

Find out more by **booking a demo with the Crewhu team** today.

