How Launch Potato Uses Customer Sentiment Scores to Create Stickier Accounts

About Launch Potato

Launch Potato is a digital media company with a portfolio of brands and technologies. As The Discovery and Conversion Company, Launch Potato's mission is to be the most innovative, tech-enabled media company connecting consumers to the world's leading brands.

The Challenge

Reacting faster to Customer Sentiment that's changing and fluctuating on a monthly Basis

Due to the high-touch nature of performance marketing, acting fast as per campaigns performance and the fluctuating customer sentiment was Launch Potato's biggest challenge.

The company's Account Managers were constantly busy mapping, writing, recording, and deciphering customer campaign feedback. Furthermore, the leadership had to read through them, listen to recordings, and spend a lot of time generating insights. Understanding the information from all communication channels was also not easy. Besides the manual processes being time-consuming, the human factor was leading to biased and potentially inaccurate insights. The feedback loop between customers and management was incomplete.

Maintaining positive stakeholder relationships was extremely important since many of Launch Potato's customers are big companies with complex hierarchies, with multiple child-companies in play. The company also needed to keep up with the fluctuating stakeholder changes and in-account dependencies due to the high-touch nature of the business. Net Promoter Score (NPS) surveys were helping to a certain extent, but low participation rates were hampering its effectiveness as a stand-alone tool.

> *"As performance marketers, client campaigns can swing from positive to negative in a matter of days. As we started scaling up, the leadership felt that there was a need for more visibility on important stakeholder relationship trends."*

Rich Fatigate, SVP Sales & Partnerships, Launch Potato

The Solution

Live Customer Journey Sentiment Insights With Ongoing Stakeholder Change Monitoring

Staircase's AI-driven platform is helping Launch Potato gain ongoing and strong relationship visibility. Understanding customer sentiment changes was a big boost for the company on multiple levels. Learning about these account performance changes in real-time is helping account managers provide quicker feedback, identify accounts that need optimization, and allows faster reaction times for reduced churn.

Staircase's live customer sentiment analysis and stakeholder alerts are allowing Launch Potato adopt a proactive approach. Besides optimizing underperforming client campaigns, response times to account events are also improving.

All communications with customers are analyzed for in-depth insights and account blind spots are uncovered for optimal results. For example, as soon as a champion leaves the company, an alert is immediately triggered. Before the new negative sentiment trend escalates and becomes an issue, the account manager and other key figures get notified. Additionally, Staircase AI sentiment insights are also tied to topics so that instant action can be taken.
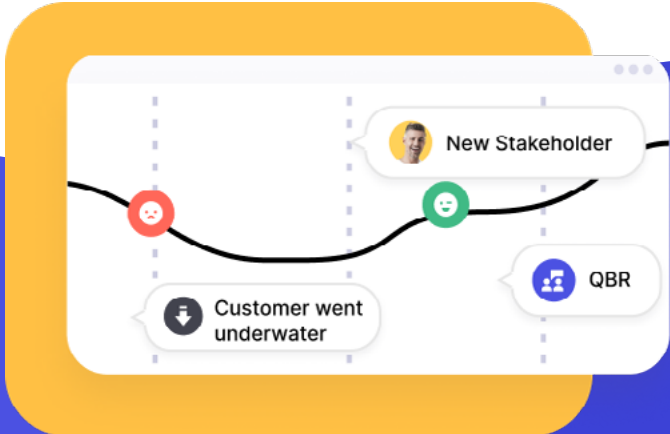
> *"Staircase is saving our CSMs ~25% of their working time. They can now get ahead of client performance, and detect at-risk accounts, leading to stickier accounts, and higher budgets."*

Rich Fatigate, SVP Sales & Partnerships, Launch Potato

Launch Potato is now leveraging Staircase AI's technology to analyze millions of customer interactions to reveal deep human signals and uncover customers' health, sentiment, journey events, risks, and new growth opportunities.

Book a demo

staircase.ai