

How Fiverr Enterprise Boosts NRR Levels with Staircase AI to Bolster Expansion Strategy

About Fiverr Enterprise

Fiverr Enterprise (A Fiverr Company) Freelancer Management System allows companies to work efficiently with freelancers and agencies at scale, while also eliminating compliance risks and increasing business agility. They help manage the entire freelance management lifecycle, from talent sourcing to automated onboarding, budgeting, payments, and compliance.

The Challenge

Rapid and complete implementation business model making CSMs a focal point in driving positive business outcomes

Fiverr's business model requires speedy onboarding, and the true success of the account lies in its company-wide implementation. Demonstrate value, build the proper relationships and grow. Therefore, all focus is on engagement and adoption. This means that the post-sales cycle needs to be spot on, with CSMs' expected to become the real rockstars of the team.

As Fiverr Enterprise started ramping up its activity and growing its customer base, CSMs started facing sentiment and operational blind spots. Accounts have multiple stakeholders, with one person (the customer) buying the product and others (users) hiring through the platform. This led to many questions - How is the onboarding going? Are the users engaged? Who are the champions and when should they be approached? Which accounts should be targeted more? There was a need to move away from biased decision-making and make the move towards data-driven human insights.

Besides business growth, another huge challenge was recognizing the at-risk accounts, identifying misuse or customers that went dark. Also, Fiverr needed to optimize internal processes and split responsibilities efficiently within its CS team.

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“While CSMs always play a key role in the post-sales cycle, at Fiverr Enterprise, they are responsible for NRR growth and business expansion.”

Eran Burns, Head of Customer Success, Fiverr Enterprise

The Solution

Ongoing sentiment and engagement tracking to unlock expansion opportunities and relationship risks

Staircase’s AI-driven customer intelligence platform is helping Fiverr Enterprise eliminate all account blind spots. Risks and sentiment drops are detected in real-time, as are new growth opportunities to support the company’s business model. This is achieved by tracking customer engagement trends, analyzing human signals that previously flew under the radar, and accessing human insights, a first in the CS industry.

Fiverr Enterprise can now integrate sentiment, engagement, and relationship scores into its day to day customer success activities. This objective approach to customer behavior and feedback is allowing Fiverr Enterprise to track account statuses, promote new features, and also understand how to improve upselling. Fiverr Enterprise is using Staircase AI internally to bolster its CS team operations. Load management and resource management is easier now since it uncovers productivity levels and measures team stats, both crucial for optimization.

“Staircase AI is the only platform that helps reveal the potential question in accounts. It’s the fastest in escalating risks and supports uncovering new growth opportunities.”

Eran Burns, Head of Customer Success, Fiverr Enterprise

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“I joined Fiverr Enterprise around 6 months ago,” Eran concluded. “Having Staircase AI helped me hit the ground running. I was familiar with all accounts in a matter of 2 weeks, something that could have easily taken me months if done manually. The benefits go way beyond the onboarding process. It helps you know everything about your customers in a beat.”

Staircase AI’s impact has been instant. Fiverr Enterprise has integrated this customer intelligence platform into its CS tech stack alongside existing tools. Fiverr Enterprise is now uncovering hidden blind spots and “between the lines” communication analysis, actions that were not possible to execute with traditional NPS surveys and direct feedback.

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