How Syte Integrates Smart Relationship Intelligence into its Customer Success Stack

About Syte

Syte, the world's first Product Discovery Platform for retail, uses visual AI to create intuitive search and discovery experiences for all types of online shoppers.

Its solutions include visual and text search, automated product tagging, personalized recommendation carousels, and more, all of which leverage unique visual AI generated data to help shoppers find the most relevant products. This innovative approach to product discovery helps brands and retailers around the world drive eCommerce revenue and build long-term customer loyalty.

The Challenge

Taking Control Over Customer Relationships & Gaining Sentiment Visibility

Besides breaking down sentiment dynamics, it was getting harder to track stakeholder events within customer accounts (think personas leaving the company). Stakeholder relationship blind spots in customer accounts were multiplying.

Who were the active stakeholders? How often were they contacted? Were there below-the-radar personas to be contacted? Were there any influencers that could be converted into champions? Were there any champion conversion opportunities in the first place? Also, monitoring and interpreting customer interactions was also becoming challenging as the company started scaling up.

Tasks like summarizing and updating of meetings, listening to calls, and eventually calculating relationship scores manually were also becoming increasingly challenging. CSMs were maintaining systems, not relationships.

The Solution

Adding Relationship Intelligence to Fill the Human Analytics Gap in the Tech Stack

Staircase's AI-powered relationship intelligence platform was able to crunch all data from emails, chats, voice and video calls to provide actionable customer success insights - a true gamechanger. With its centralized dashboard, automated reports, and CRM integrations, Staircase is helping Syte become more responsive and adopt a proactive approach with in-depth relationship tracking on an ongoing basis.

Understanding sentiment is also helping Syte move on from the traditional reactive approach and save more at-risk accounts for reduced churn. The company's CS stack is now a potent and productive one that promotes sustainable growth

Syte found out that implementing Staircase AI was quite fast. The process started with sanity checks on the data, and then the platform was introduced to CSMs. If there's a solid relationship tracking playbook already in place, Staircase AI should be integrated into the customer success stack.

Once the aforementioned steps have been taken, Staircase AI can help create stickier accounts for accelerated and sustainable business growth.

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Stakeholder	Last engaged	Goal	
Champion	2 weeks ago	✓	⋮
Decision Maker	5 months ago	✗	⋮
Leader	6 month ago	✗	⋮
Influencer	no outreach	✗	⋮