

Data-driven in-application messages quadruple training attendance in 6 months

Booker taps UserIQ's Customer Growth Platform™ to effectively engage with users, reduce churn and increase customer lifetime value

Situation

Using traditional email marketing software, Booker discovered that their average open rate was less than 10%, which meant that the majority of their customers were unaware of company news, training courses, software changes, or critical updates.

"Our customers live inside Booker every minute of every day because they depend on us to organize and manage their livelihoods," said Brian Raboin, VP of Customer Experience at Booker.

"Our customers don't live inside of email; they live inside of **Booker.**"

Booker needed a better way to communicate with their customers. They needed to reach users where they were most receptive: inside the Booker application.

Solution

Booker looked to UserIQ's user intelligence and targeted engagements to enable them to communicate with the right customers at the right time in the right place. UserIQ allows Booker's Customer Experience team to notify users about software and service updates, deliver upsell and cross-sell messages, encourage training registrations, and much more.

The logo for Booker, featuring the word "booker." in a lowercase, blue, sans-serif font.

Customer Profile

Booker is an all-in-one service commerce platform that gives appointment-based local service owners a complete view of their entire business in one place. Booker helps their customers grow and run their businesses, offering tools like online booking, staff and resource scheduling and payment processing to help service business owners build long-term client relationships.

Founded in: 2007

Headquarters: New York, NY

Industry: Information Technology and Services

Impact and Results

Booker's data indicated that customers who attended training tended to be more successful, have fewer support calls and stay longer than untrained customers, so this was a top priority. By deploying targeted engagements through UserIQ, Booker was able to **quadruple training attendance** from Q4 of 2015 to Q2 of 2016, roughly doubling attendance each quarter after implementing UserIQ in March 2016.

This increase in training attendance has had a direct impact on Booker's churn rate, noting a **.07% drop in churn** between Q4 2015 and Q2 2016, and has improved the lifetime value of each customer.

UserIQ also helped Booker reduce customer service tickets after a major update to the application's login system. By deploying a pre-transition announcement campaign to let customers know what to expect, Booker saw a **98% success rate**.



.07%
drop in churn



98%
success rate
in new system adoption



4X
training attendance
through targeted engagements

Beyond UserIQ's In-App Messaging

Through the user intelligence and targeted engagements provided by UserIQ, Booker has been able to spend more time engaging with and growing their customers. As their roster grows and their own software iterates, they will be able to use UserIQ to grow their customers and their business beyond the traditional funnel.