



Denave's renewal engine helped achieving more than 80% customer retention for a leading global security software company



CLIENT

Largest global security software company



BUSINESS OBJECTIVE

Main objective was to drive client's antivirus renewal business for SMB segment across PAN India. Idea was to achieve antivirus licence renewals with minimum support.



THE CHALLENGE

- ▶ High volume of renewal accounts were pending
- ▶ It was a perishable customer market - Only SMB (Small & Medium business) clients
- ▶ Relationship building with end-users was difficult
- ▶ Relationship building with different channels (partners & distributors) was difficult



THE DENAVE EDGE

- ▶ Impactful end-to-end co-ordination mechanism between customers, partners, distributors & the client
- ▶ Aggressive customer follow-up - Minimum slippage of renewals to competition (considering timing is an extremely critical factor in Renewal business)
- ▶ Strong relationship management with partners on field- Denave maintained strong relationship on behalf of client with partners who were finally responsible for renewing customers product



PROGRAM REACH

📍 PAN India



THE RESULT

Major business outcomes that the client achieved were:

- ▶ High rate of customer retention - Achieved 80.68% renewal conversion during (Q4 - 17) in SMB market through Denave's renewal engine
- ▶ Effective process improvement - Increased 6.86% customer retention within 3 quarters of implementing the process change