

CASE STUDY

Solv achieves 3.5x ROI within just 4 months of purchasing Matik

“Matik has made my job so much easier! Now we have the ability to generate data driven stories for our customers in minutes ”

Solv Customer Success Manager

3.5x

Return on investment

Over a 4 month period:

- ✓

1,140 hours saved by Matik for the CS team
- ✓

98% of customers received data driven insights, compared to 10% before Matik
- ✓

28% of these accounts expanded in revenue

Challenge

Solv's mission is to eliminate the stress of everyday healthcare. They've built a modern patient experience that allows consumers the ability to book same-day doctor's appointments, register, and have a fully contactless experience. They create this experience through an end-to-end SaaS platform for providers that helps them grow their practice, delight patients, and boost their online reputation.

As the company continued to expand its network of providers, customer success managers lacked the ability to provide the necessary data to showcase impact and ROI at scale. CSMs manually put together business reviews, ROI one-pagers, and other narratives to drive adoption, renewals, and upsells.

The impact of these narratives is massive, however, they were extremely time-intensive to put together - anywhere from 30 minutes up to 2 hours. Moreso, customer success operations received constant data requests to pull the necessary data for these touchpoints, from running ad hoc queries to spinning up new dashboards.

So how do you enable CSMs to create an ROI narratives for all customers irrespective of size and allow CS operations to easily infuse data-driven insights that drive the biggest impact?

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Matik allows our organization to easily produce content that demonstrates value to our customers. Before using Matik, all data was bottlenecked through the analyst (myself), making it extremely time consuming to create data-driven content for our customers. As a result, it was difficult to show our entire customer base valuable data on a consistent cadence. With Matik, we can easily produce data-driven content for our customers within seconds instead of hours, which means we can reach many more customers with critical metrics that show the value of our organization.



Casey Romero

Customer Success Strategy and Operations

Solution

The customer success team partnered up with their operations counterparts to standardize a one-pager infographic that summarized usage and the value Solv generates for providers running the platform. Matik connected to Salesforce and their database to pull in relevant data around usage and value.

Instead of submitting ad-hoc data requests or scanning dashboards, customer success teams can now fully generate a tailored one pager for every single provider they manage which contains data insights specific to their account. The CS ops team has more time on their hands for strategic work instead of fielding ad-hoc requests.

Impact

In just 4 months, **Matik saved the customer success team 1,140 hours.** In turn, they were able to touch roughly **98% of their entire customer base with these data driven insights**, compared to 10% before Matik. In addition, **28% of these accounts expanded in revenue**. Lastly, the hours saved by the CSM's alone yielded a **3.5x return on investment over the same time horizon**.

Over ~29k data points have been generated within all of these one-pagers, saving the operations team hundreds of hours. As the analyst stated “Before using Matik, all data was bottlenecked through the analyst (myself), making it extremely time consuming to create data-driven content for our customers. As a result, it was difficult to show our entire customer base valuable data on a consistent cadence. With Matik, we can easily produce data-driven content for our customers within seconds instead of hours”

Solv now has the ability to easily scale these narratives across their customer success team to not only improve efficiency, but ultimately drive better business outcomes.

Hours saved

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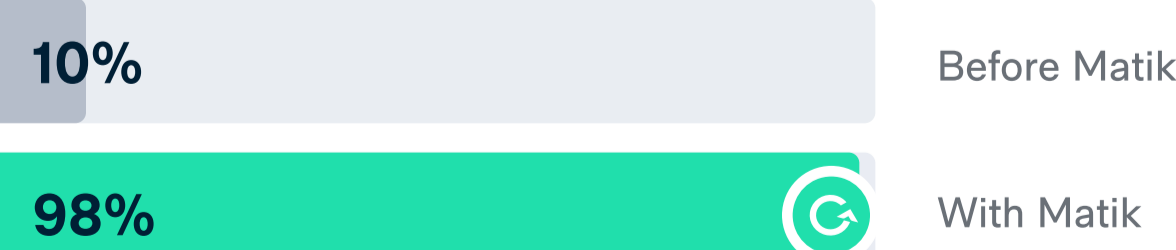
1,140

Total Savings

3.5x ROI

After 4 months with Matik

Accounts touched with data-driven content



Accounts expanded in revenue

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28%

With Matik