

# The Business Impact of Legendary Customer Experience



Meet...



Nextail, a SaaS company, provides software that helps retailers by optimizing inventory through buying, first allocation, replenishment, and store transfers. Providing excellent customer service by collecting and acting on feedback is central to their strategy for continued growth.

...and their **Living CX Legend**



**Sandra Campo**  
Client Success Manager  
Nextail Labs

*"My role as a Client Success Manager is to take our clients' experience to the next level as well as to create awareness that [successful client experiences] are the whole company's ultimate goal. We are where we are ONLY thanks to our clients!"*

# Why and How Sandra Helps Nextail Labs Turn Customer Feedback Into Business Impact

Nextail creates a customer culture by striving for an outstanding level of customer service. The Customer Success and Operations teams constantly share client feedback, product requests, best/worst practices, and other information across the organization for everyone to feel part of the customer journey and ultimately responsible for client success.

This approach has already proved its worth. “We have already won clients and gotten hot leads through the referral of happy clients,” said Sandra.

## Customer WOW Moment?

“In our new client experience interviews, they're able to tell us what they love about us and what areas we could improve,” Sandra said. “They feel that we care about them and we take action afterwards.”

## ... and **AskNicely?**

“It enables us to get a top-level idea of what our clients think of us,” Sandra said, “get quick feedback and point us in the right direction for further follow up to identify areas of improvement and best practices.”

