

# SUCCESS STORY



## Service Excellence is a Key Differentiator for ShotSpotter

*Reputation for trust and transparency leads the technology provider to experience steady growth and strong customer retention.*

### THE BACKSTORY

ShotSpotter is a gunfire detection, location, and analysis technology provider whose customers include law enforcement agencies and public safety departments for school, transportation, and healthcare facilities across the globe.

This automatically places them in a unique position: How do you differentiate in an industry rooted in poor service experiences? More importantly, what is the best approach when seeking to forge partnerships in such a close-knit community?

### THE WINNING STRATEGY

At the strategic level, ShotSpotter was focused on building a strong reputation in this niche market. To actualize this goal and establish an accurate baseline of customer loyalty, the company engaged Satrix Solutions to design and manage an annual Customer Satisfaction with Net Promoter Score survey.

This approach gave ShotSpotter added visibility into satisfaction and loyalty drivers so they could deliver improved customer experiences and drive cultural change based on reliable data.

Another benefit is the trust ShotSpotter has fostered with investors, employees, and customers as a result of partnering with an independent Voice of the Customer expert.

Listening to and collaborating with customers has not been a singular event. Under the direction of Satrix Solutions, the technology company has assembled a Customer Advisory Board – a diverse group of police chiefs, sergeants, and public safety officers charged with offering more in-depth input that ShotSpotter can rely on.

#### SITUATION

- ShotSpotter sought to ensure customer-centricity remained part of the company's DNA.
- Leadership wanted a strong reputation with passionate supporters to serve as a second sales team.
- There was also a strong desire to not only measure customer perception of the technology, but how ShotSpotter is making law enforcement personnel and communities safer.

#### SOLUTION

- Design a formal Customer Satisfaction with Net Promoter Score® survey program to capture candid customer feedback to be analyzed and trended over time.
- Introduce a Customer Advisory Board (CAB) to increase transparency and optimize collaboration.
- Launch programs that identify and leverage customer advocates who can help with sales and marketing activities.
- Focus on culture-building initiatives through storytelling and regular “top-down” reinforcement.

#### RESULTS

- ShotSpotters' commitment to customer delight has led to a substantial increase in the company's NPS.
- The focus on gathering and responding to customer feedback is having a notably positive impact on overall sentiment.
- The CAB has uncovered new ideas for improving its software and has helped to strengthen relationships with strategic customers.
- Leadership's ongoing emphasis on creating a customer-centric culture has been embraced by the entire organization, resulting in engaged employees who deliver exceptional service.

As a result, ShotSpotter has been able to gain a deeper understanding of how agencies are leveraging their software and services to help reduce gun violence.

The company also performs annual account reviews to explore what is working and discuss opportunities for improvement.

The combination of these ongoing Voice of the Customer programs has given ShotSpotter a complete 360-degree view of the customer experience. This is just another example of how ShotSpotter stands apart from other companies in their industry.

Due to the company's strong reputation and passionate supporters, more sales opportunities have been identified and accelerated.

Today, ShotSpotter is deployed in over 90 cities worldwide and it is highly regarded by many law enforcement agencies as a critical component of their gun violence reduction strategy.

## ABOUT US

SATRIX SOLUTIONS is a customer success champion, helping companies derive maximum value from their most important assets – customers, employees, and reputation.

Benefitting from a range of feedback programs and a consultative approach, companies that partner with Satrix Solutions realize Net Promoter Scores® twice the B2B average and experience increased retention, referrals, and sales win rates. The objective insights and recommendations delivered empower business leaders to outperform the competition and achieve higher valuations in the public and private markets.

Satrix Solutions has also been recognized by *Entrepreneur* magazine as one the Best Entrepreneurial Companies in America.



Satrix Solutions' expertise helped us to ensure flawless execution of our Net Promoter and Customer Advisory Board programs. Their partnership has been a vital ingredient in ShotSpotter's goal of delivering a service experience that delights our customers and consistently delivers on our brand promise.

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