

The Business Impact of Legendary Customer Experience



Meet...



Kolide, Inc. is a growing SaaS company that puts customer experience first. They help clients find critical information about their fleet that could be linked to data loss and vulnerabilities. Informing the product roadmap is top of mind, and they consistently check in with their customers to ensure they have the most impactful product possible.

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



Antigoni Sinanis

Director of Operations

Kolide, Inc.

“My job is to manage our customer-facing team and ensure we are providing the best support to our customers. Part of that is making sure we have the right tools for us to be successful.”

Why and How Antigoni Helps Kolide Turn Customer Feedback Into Business Impact

They also focus on an internal customer experience culture across the entire team. To do this they have an #extramile channel to applaud those who go above and beyond the call of duty for a customer or prospect.

When they get a support issue, or an NPS response, everyone sees it. Team members then chime in to let the team know if they can help. And everyone gets excited when someone sends a great NPS response for what they do.

Evolving a Customer Experience Hack into a Permanent Mindset

“Honestly,” Antigoni said, “we love sending t-shirts and stickers to friends/critics/champions of our brand. Even people who give us tough feedback get a care package with a handwritten note, thanking them for their important insight.”

Customer WOW Moment?

“When a customer called up, as a result of receiving the survey, to offer us a range of ideas on how to get in touch with new business within his network and how to go about it.”

... and **AskNicely?**

“Before AskNicely, we had no way to know how people actually felt about our product,” Antigoni said.

“Outside of submitting support requests, we provided zero opportunity for people to tell us how they feel, and why. AskNicely gave us that door to open to our customers, and it has proven to be extremely valuable.”



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