

How SaaS software platform RevoPay Increased Customer Retention by 800% Through Effective Post-Sale Communication & Training

About RevoPay

One of the original SaaS-based payments platforms catering to the property management industry, RevoPay faced growing competition in their space and needed a precise strategy both to bolster new customer acquisition and increase client satisfaction and retention.

CLIENT RETENTION STRATEGY

The RevoPay SaaS platform is primarily used by property managers to accept and manage rent payments from tenants. Once a new property management firm is acquired, the on-boarding process previously was disjointed and unorganized. We created an on-boarding strategy that led new customers through a guided funnel of product training while at the same time creating effective marketing materials to increase tenant adoption of the platform. Through the combination of deep knowledge of the time and money saving to administrators and increasing adoption of the payments platform among tenants, we were able to increase overall client retention by over 800% and minimize their churn rate.

Other activities included creating effective sales funnels, communications and B2B media relations to attract and close new business.

“Lolita excelled at delivering great results on a limited startup budget. She was able to help us increase customer satisfaction and new customer acquisition within budgets and on schedule.”

Mike Corbera
CEO, RevoPay



800%+

increase in client retention



increased adoption
of SaaS platform by

over 500%



43% increase

in inbound leads and 67% in
lead to close ratio