G GUIDE cx

Order.co Cuts Churn During Implementation by 45% with GUIDEcx

Order.co

Order.co at a Glance
Founded: 2016
Industry: SaaS+

Order.co is a Spend Efficiency Platform that helps businesses save time, save money, and gain clarity into their spend. Order.co eliminates manual purchasing and payment tasks and gives your team one place to purchase, approve, track, and pay for all the physical goods your business needs. With customizable budgets and reporting, operations and finance teams can take back control over the buying process and start spending efficiently.

45% decrease in churn during implementation

40% decrease in onboarding time (100+ to 60 days)

66% reduction in time to first value

90%+ CSAT response rate

"GUIDEcx allows us to simplify things so that customers and my team know exactly what needs to happen and when, and gives us all the analytics to know how we're performing so that we can best serve our customers. It's a tool that allows us to show value, helps our customers integrate with our software as fast as possible, and gives them one less headache that they have to focus on."

– Sarah Bergeron
VP of Customer Success, Order.co

The Challenge

Before GUIDEcx, Order.co was using OnRamp for project management. However, "it didn't really give clear deliverables for the team internally and particularly, customers", explains Sarah Bergeron, VP of Customer Success at Order.co. A significant issue was the absence of robust messaging capabilities, meaning all external communication had to be handled outside the platform, leading to significant customer disengagement. Projects often remained open for extended periods, sometimes up to a year, without a clear path to completion or reliable metrics. This resulted in high churn rates during implementation, with almost half of customer cohorts in late 2021 and early 2022 dropping before realizing value.

The Solution

Sarah was brought into Order.co in 2022 specifically to improve the implementation process and guide customers to success. She quickly identified the need for a solution that could organize, streamline, and track milestones effectively.

GUIDEcx provided Order.co with a centralized platform to manage all project steps both for their team and for their customers. "GUIDEcx is a centralized place to host not only all the steps for us and the customer, but also the ability to message back and forth so we're always in one place," Sarah states. This unified approach eliminated the disparate tools and communication gaps that plagued their previous process.

The Results

- **Decreased churn during implementation by 45%:** By setting clear expectations upfront and providing a defined framework, Order.co rarely experiences customer churn during implementation. They frequently use GUIDEcx in sales demos to reassure and impress prospects.

- **Decreased average onboarding time by 40%:** From 100+ days to 60 days

- **Reduced time to first value by 66%:** Order.co defines time-to-value as the period it takes for a customer to place their first order through their software. Previously, this took 30-45 days; now, it's down to 10-14 days after kickoff. Sarah notes, "We're seeing orders faster which is awesome because that's telling us they're sticky, they're bought in, they're going to start leveraging our solution."

- **90%+ CSAT response rate:** Order.co used Google Surveys for CSAT, with only a 50% response rate. With the introduction of GUIDEcx's automated in-app CSAT tool, they have drastically increased feedback capture allowing the team to proactively address issue and report trends to executives.