



## CASE STUDY

# Boomtown

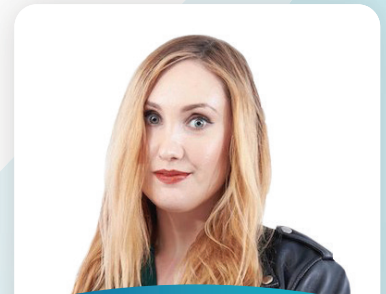
Holiday Gifting Game Changer

## Customer Use Case

Boomtown, a business solutions technology company, was looking for simple, personalized holiday gifting that would allow them to show their appreciation and stay top of mind with clients during the holidays.

## The Problem

As a small team, Boomtown was never able to take the time to send holiday gifts to their clients.



**Melissa McMillan**

Head of Customer Success  
Boomtown

## CONTEXT

Melissa always felt that not sending holiday gifts put Boomtown at a disadvantage in showing appreciation and gratitude to their clients. It wasn't so much an issue of budget, but rather the time it took to compile the customer list, gather addresses, identify appropriate gifts to send, and order and track all the gifts.

She was thrilled when presented with the capabilities of Thnks. Melissa quickly saw all the applications she could use the Thnks platform for – the most immediate being holiday gifting.

## SOLUTION

With Thnks, Boomtown was able to send unique, personalized holiday gifts to their top clients saving Melissa's team hours of productivity time.

She quickly selected unique gifts to reflect the teams they were sending to, uploaded the contacts in minutes, and was able to include personalized messages to each recipient. She found the range of price points and gifts options to be plentiful.

Melissa also identified many other applications for Thnks and will be implementing them throughout 2019. These include:

- Business Development – via SDR's and Sales Managers
- Internally – as a way to connect better with remote employees and make them feel more like part of the team
- Customer service – for helping turnaround a negative experience

## RESULTS

Boomtown credits Thnks for the following:



What would have taken 8 hours of time took only 1 hour, allowing them to focus on generating revenue



The ability to do something they had wanted to prioritize for years and could never carve out the time to accomplish



Helped to cue up repeat business by being top of mind during the holidays

## SUMMARY

Melissa says "Thnks is a game changer for Boomtown. It has been the only solution that has enabled our team to send unique holiday gifts to all of our customers effortlessly and seamlessly. What would have taken us eight hours, took us only one, helping us to focus on making our revenue goals for the year and compiling data for annual reviews. We have identified so many applications to use Thnks to help grow and retain business. Thnks helped us feel and look like a more established, put-together company!"

GROWING BUSINESS WITH GRATITUDE

Let's chat, visit [thnks.com](https://thnks.com) to learn more.