

THNKS + point of reference®

“ Thnks gestures are simple and relatable human expressions. **A simple Thnks can make someone’s day.** It pays off to share a Thnks, even with people whom you don’t know very well. ”



David Sroka
President & CEO, Point of Reference

INDUSTRY

Information Technology
and Services

USE CASES

- Influence customer retention/contract renewal
- Increase satisfaction survey response rates
- Add tangible gratitude expression to high-touch service model

After partnering with Thnks:

96% Client Renewal Rate

72 Net Promoter Score (Their Highest Ever)

+95% Thnks Open Rate

Building Stronger Customer Relationships with Gratitude

Sensing that his account managers could strengthen relationships through a more personal touch, David was on a mission to implement an attitude of gratitude throughout his business to increase customer engagement.

David realized that **Thnks would allow his team to immediately begin strengthening their client relationships** without having to collect customer addresses, or be hamstrung by client compliance rules. Thnks has allowed Point of Reference to personalize their business relationships by recognizing milestones, successes, and even mistakes!

David said, “Thnks has become a really hot commodity internally and there would be a revolt if we took Thnks away. Our account managers view Thnks as a tool in their relationship toolkit.”

From celebrating important client milestones, to thanking their customers for completing specific tasks, to acknowledging their partners during the holiday season, his team has attained elevated customer renewal rates by sharing expressions of appreciation that are aligned with customers’ personalities and interests.

WANT TO LEARN MORE?

Request a Demo at www.thnks.com/see-demo