told + **axeptio**
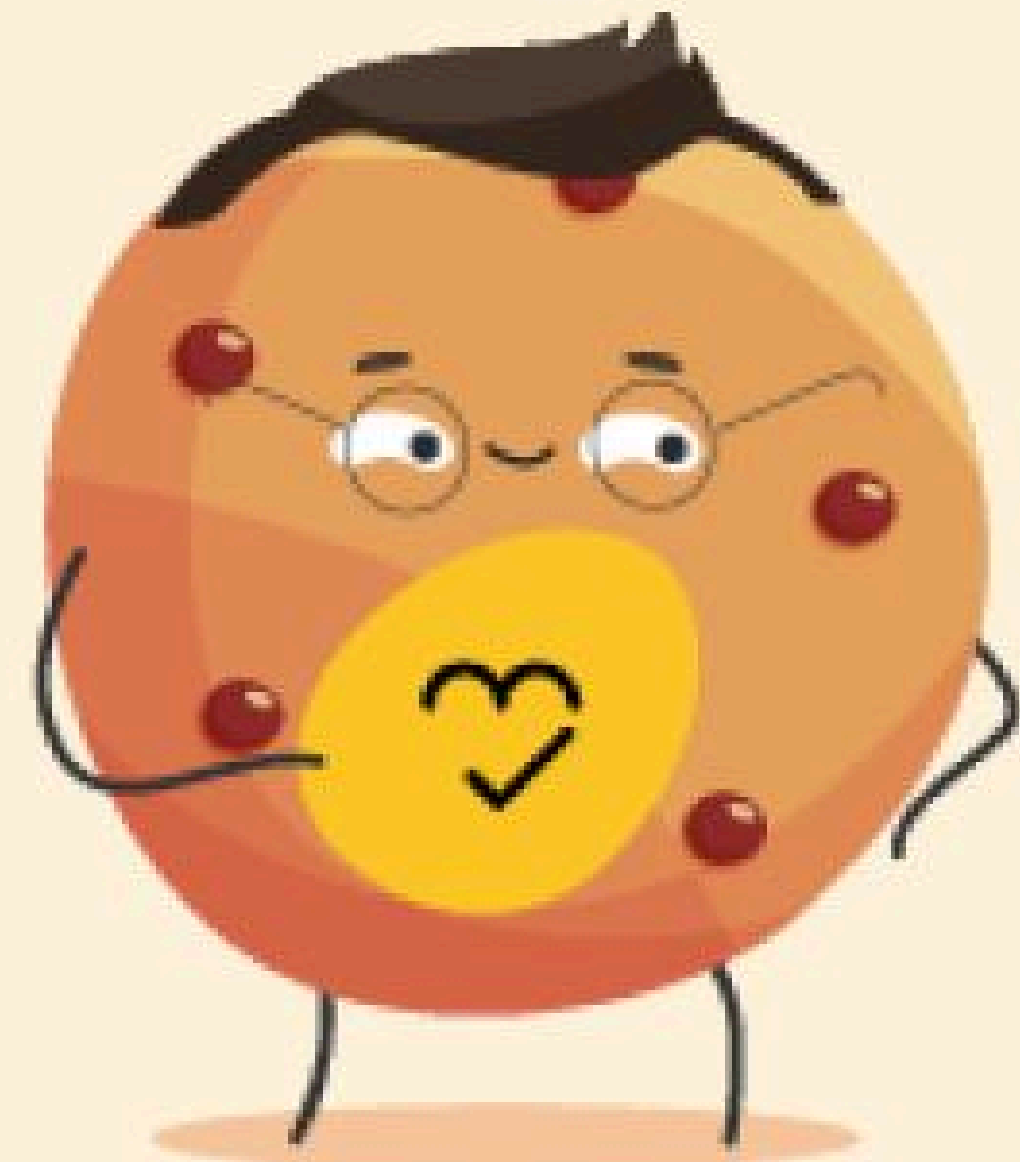
Axeptio discovers why users churn with Told.

ABOUT

Axeptio is a cookie management module that helps websites comply with privacy regulations like the GDPR. It provides a user-friendly interface for individuals to give consent for tracking and the use of cookies while offering websites a way to manage these consents transparently. Axeptio aims to streamline cookie management and ensure privacy compliance.

INDUSTRY
Legal Tech

COMPANY SIZE
European Scale-up

Challenge

Axeptio, a leading SaaS platform, faced a common hurdle – customer churn. Determined to delve into the root causes behind user attrition, Axeptio implemented Told to collect user feedback. This strategic move aimed to pose a direct question within the user's context, maximizing response rates and unlocking crucial insights into the "why" behind user churn.

Approach

By strategically placing the feedback prompt at the moment of churn, Axeptio captured authentic, in-the-moment responses from departing users. This approach increased response rates and ensured valuable, actionable feedback.
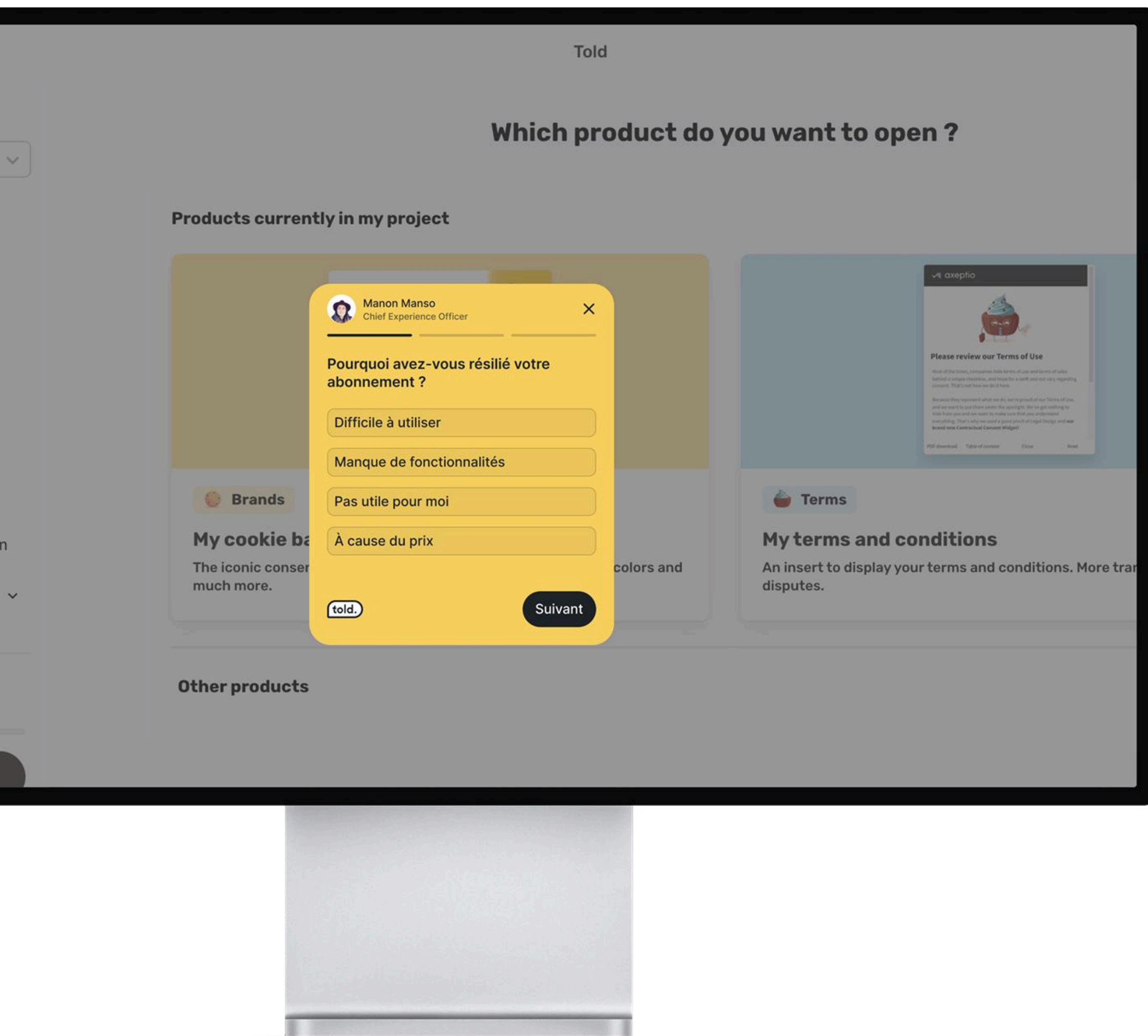
Results

Implementing Told was a game-changer for Axeptio. It led to more user responses, revealing valuable insights into churn causes. With this understanding, Axeptio made targeted improvements for customer retention.

Facing the churn puzzle, Axeptio brought in Told for a real talk with exiting users. The feedback flood helped us fine-tune things, and presto—customers hung around. Told's the silent hero, saving the day in the SaaS hustle!

Manon Manso
Chief Experience Officer

START FOR FREE

Want to collect feedback like Axeptio?

Book a meeting