Vanta

Hook unlocks hidden revenue and mitigates churn risk for Vanta

About Vanta

Vanta helps companies scale security practices and automate compliance for the industry's most sought after standards - SOC 2, ISO 27001, HIPAA, GDPR, and other in-demand security and privacy frameworks.

We spoke to Caitlin, Director of Customer Success at Vanta, and Taylor Buckler, Mid-Market Customer Success Manager to understand how Hook has helped their team

350+ employees
Series B

Sector: Cybersecurity

Location: San Francisco, California

The Challenge

3000+ customers

Vanta's customer growth has been moving at an incredible pace: in their first year they went from '150 to 1,000 customers, and now [they] have over 3,000'. The challenge that Caitlin had as Director of CS was to secure every renewal and upsell opportunity in "a situation where it was impossible to hire CSMs fast enough to support our rapid growth".

It was difficult to know when the key moments of risk and opportunity occurred in the customer lifecycle, so chances to save or grow accounts were potentially being missed.

"We needed to know which customers to focus on to increase revenue, and what actions worked to improve customer engagement...other platforms simply couldn't offer this". - Caitlin.

The Impact of Hook

Vanta can now pinpoint the key moments in the customer lifecycle where customers are falling off or having a lot of success, and the team can "act at the right time to drive results and boost revenue".

Several ways they do this is by monitoring Hook alerts and triggering automatic emails. For one customer coming up for renewal, a Hook alert flagged that an email address was no longer active, Taylor used Hook to find the next best contact, "get them bought in... lock in the renewal early...without Hook we would have lost $20-30k in MRR".

"The team that uses Hook the most is the team that did really well this quarter"

Taylor Buckler, Customer Success Manager

The CS team can execute quick, targeted outreach to the correct points of contact instead of wasting time manually. This is especially important given the rate of internal job changes in fast-growing startups.

"The future is high volume, high touch. Companies need to invest in a predictive revenue tool that can do that...and Hook is that tool" - Taylor Buckler

hook