

Testimonial: WSM Domains

Tucows Insight Boosts Renewals, Prevents Defections

Successful businesses know that it is much more expensive to attract new clients than retain existing ones. As a result, WSM Domains, the domain registration division of Hosting.com, proactively monitors their accounts for customers that transfer their domains elsewhere. This way, when a customer decides to move, WSM Domains can investigate the reason.

Maxine Appleby, Operations Manager at WSM Domains, credits Tucows Insight with helping to identify and address these situations. By using Tucows Insight, an in-depth business reporting tool, Ms. Appleby can find out which customers have moved, and ask them why. During one particular period, the common answer was that many required DNS services in conjunction with their domain names. In response, WSM Domains began offering Tucows' Managed DNS services with their domain registrations, and the transfers out stopped. WSM Domains increased customer satisfaction, maintained margins and added incremental revenues.

The service has also been helpful in boosting the company's domain renewal rates, a key element of WSM Domains' business. Ms. Appleby believes that by using Tucows Insight's renewal reporting features, the company is able to conduct more specific and effective marketing campaigns. "We can see what TLDs are coming due, and create a marketing plan targeted to these customers," she says.

Tucows Insight has generated some unexpected benefits as well. "I use it to motivate and set goals internally," Ms. Appleby says. "By using Tucows Insight, I am able to create realistic monthly sales targets for my staff."

Ms. Appleby says the biggest benefit of Tucows Insight is time savings. Having an automated tool that can delve into trends and statistics that were not easy to obtain before saves her a great deal of manual work. She no longer has to spend time manually determining which domains will soon expire, or calculate upcoming funding requirements. "It's a really great product to use to forecast," she says. "It's really easy to see your trends." Because of Tucows Insight, Ms. Appleby is able to spend more time on sales and working one-on-one with clients.

As WSM Domain's business continues to grow, so too does the importance of time. Ms. Appleby intends to generate more efficiency and extend her relationship with Tucows using Tucows Insight. "I think it's the best," she says. "To me, any service that helps your business partner to project and really evaluate their own performance is a winner."