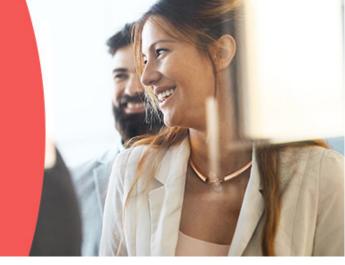
CustomerGauge

How Account Experience™ Drives Market Share Growth

In a nutshell, Account Experience™ is where B2B feedback management and account-lifecycle management collide. It's both a voice of customer software and a transformative guide to more retention, more upsell and more referrals.

Watch The Explainer Video



AX Software Collects Account Feedback & Unlocks Growth Opportunities

Tackle Customer Churn

AX ensures you'll never be blindsided by a churning customer. With clear early warning signals, you'll always have the opportunity to rescue revenue.

Identify Upsell Opportunities

Accounts having a good experience are 3.6x more likely to buy more. AX automatically identifies accounts most receptive to upsell, so you can hand them to sales on a plate.

Activate a Referral Engine

AX is proven to increase the number of promoters. We'll help you provide your teams with a steady stream of customers who are ready to refer new business.

The Path to Success for New Account Experience Customers

START

Identify Important Accounts

List your customer accounts in revenue size order. Then identify multiple decision-makers in each account.

STEP 2

Standardize an NPS Survey

We build you a customized NPS survey that's standard across your company. It's built on best practices so results are granular and actionable.

STEP 3

Send Surveys at Ideal Times

We guide on when and how often to send relationship and transactional surveys, so your response rates are high.

STEP 4

Close the Loop on Feedback

Track feedback and show customers you care by following up with them. Set targets and track results.

STEP 5

Continuously Improve Metrics

Over time, ensure that all accounts are being surveyed and response rates are high. These metrics lead growth

GROWTH

Bring Growth to the Table

Discover opportunities and threats with real-time analysis tools. Improve NPS and drive account growth with ease.





"We rolled out to our distribution network in 27+ global





"I gave my sales team a list of truly happy customers in seconds, we generated \$6m in upsell & referrals this year alone."





"We now close the loop on 97% of feedback within 11 hours. Response rates are rapidly increasing."