

# 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.

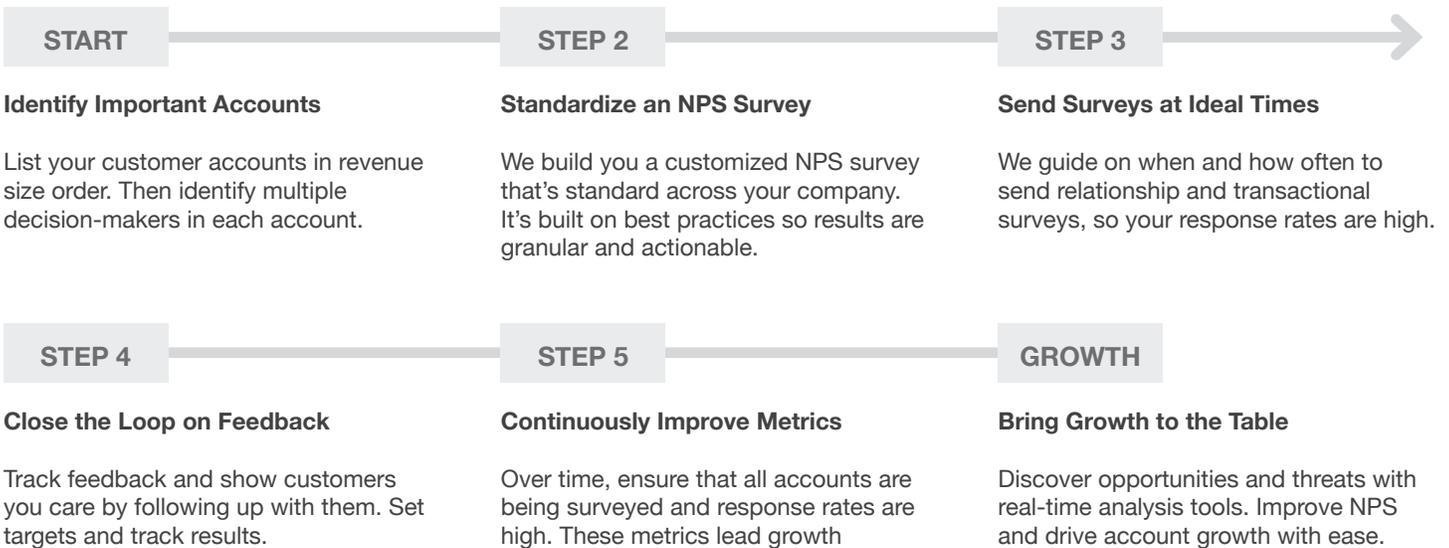
### Identify Upsell Opportunities

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



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“We rolled out to our distribution network in 27+ global markets in <6 months.”

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

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