CustomerGauge

How Account Experience™ Drives Market Share Growth

In a nutshell, Account Experience[™] (AX) is where B2B channel 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	Identify	Activate a
Customer Churn	Upsell Opportunities	Referral Engine
AX ensures you'll never be	Accounts having a good experience	AX is proven to increase the number
blindsided by a churning revenue	are 3.6x more likely to buy more. AX	of promoters. We'll help you provide
channel. With clear early warning	automatically identifies accounts	your teams with a steady stream of
signals, you'll always have the	most receptive to upsell, so you can	customers who are ready to refer
opportunity to rescue revenue.	hand them to sales on a plate.	new business.

The Path to Success for New Account Experience Customers

START	STEP 2	STEP 3
Identify Important Accounts	Standardize an NPS Survey	Send Surveys at Ideal Times
List your customer accounts in revenue size order. Then identify multiple decision-makers in each account.	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.	We guide on when and how often to send relationship and transactional surveys, so your response rates are high.
STEP 4	STEP 5	GROWTH
Close the Loop on Feedback	Continuously Improve Metrics	Bring Growth to the Table
Track feedback and show customers you care by following up with them. Set targets and track results.	Over time, ensure that all accounts are being surveyed and response rates are high. These metrics lead growth.	Discover opportunities and threats with real-time analysis tools. Improve NPS and drive account growth with ease.
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