

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 Customer Churn

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

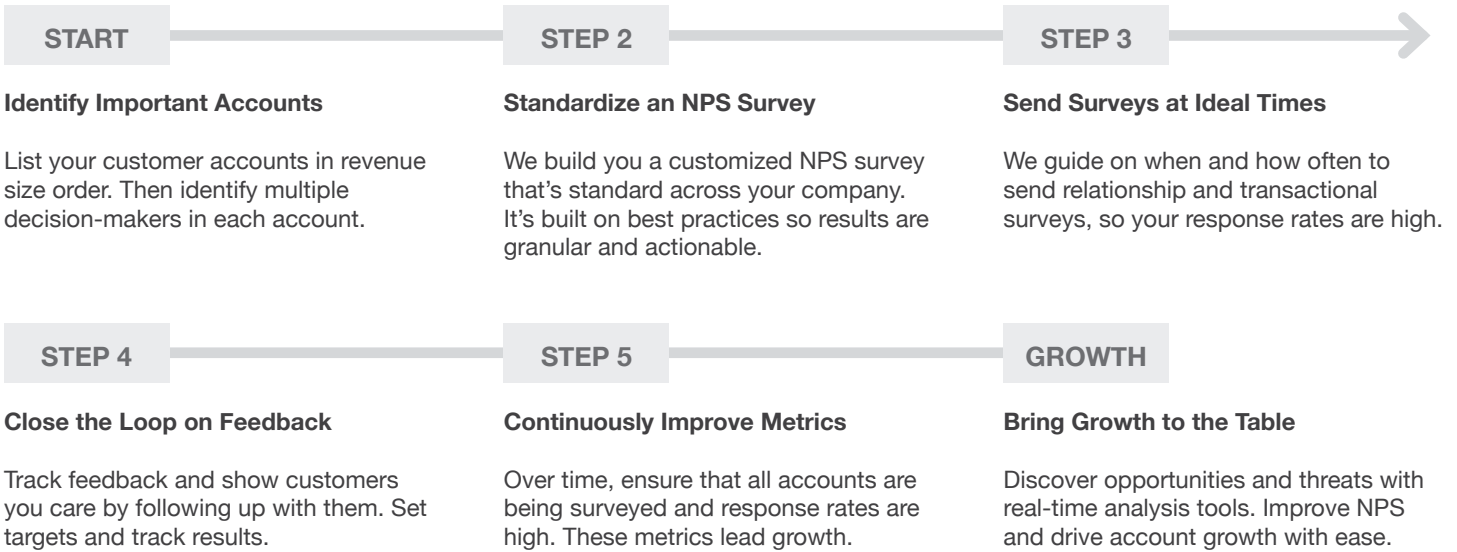
Identify Upsell Opportunities

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



"We can now take their feedback, improve processes or shift the approach with the client."



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



"We're committed to empowering our people. Customer focus is now a core value for all of our employees."