

Dutch Startup Blooms in Boston

CustomerGauge is Making Big Moves in Beantown

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SUMMARY

CustomerGauge announces cutting edge 3rd party tech integrations suite, key additions of veteran personnel, and major plans for growth in 2016.

April 13, 2016 - CustomerGauge is growing - in a big way. The Amsterdam based SaaS retention company opened up a new office in the Greater Boston area, expanded their team with key veteran personnel, and launched an *industry leading* CRM integration suite... just in Q1 alone.

The moves are already paying dividends: Hyundai now joins Philips, H&R Block, Tommy Hilfiger, and Electrolux as CustomerGauge clients.

CustomerGauge has made a name for themselves in Europe over the years helping medium and large sized companies increase their customer retention rates in a major way. And now they have their sights set on the US. There was only one logical location for a recently funded, SaaS based tech company looking to set up operations in the US. With a vibrant tech community and great talent pool, it was an easy choice: Boston.

VP of Global Sales and ex Dyn Exec, Josh Delisle, feels CustomerGauge is now uniquely situated to cater to the needs of global and domestic organizations alike “Our corporate headquarters is based in the Netherlands, but our global sales office is in Boston, so we are in an incredible position to service both the EMEA and North American markets with a world class sales team spread across the US and Europe.” This strategy has proven effective thus far as CustomerGauge has worked with large European companies including AEGON, Electrolux, and Melitta.

CustomerGauge recently announced a full enterprise-level integrations platform - thrusting them to the forefront of the 3rd party integrations race. This allows their clients to integrate the CustomerGauge platform into nearly every CRM available on the market. Josh believes this further positions CustomerGauge as the most flexible and integrated platform on the market, “Integration is built into the DNA of our new CustomerGauge platform. We offer seamless connections to most company’s existing tech stacks like Salesforce, Microsoft Dynamics, Hubspot, Netsuite, and more, but it goes beyond that.... we’re bringing enterprise-level feedback and customer experience analytics to your company, using your current systems, with the least amount of back-end work, ever.”

In addition to their product upgrades, CustomerGauge is making moves in partnerships by adding SaaS and startup veteran, Sean Sexton as their new Director of Strategic Partnerships. Sean brings a proven background of partnership program development and channel management that will allow CustomerGauge to scale their US operations considerably.

CustomerGauge is no stranger to attracting veteran talent from the Boston area. Chairman of the board is Boston native Lou Shipley, CEO of nearby Burlington-based Black Duck and Lecturer at MIT Sloan. He was also a major driver in their move to the Greater Boston area. "It's a great move for CustomerGauge. They're growing fast and now directly at the epicenter of tech innovation on the East Coast."

From his global sales headquarters in Burlington, CEO Adam Dorrell sees big things in store for 2016: "We are rapidly expanding our US sales and marketing teams, building on our successful integration work and becoming the market leader of innovation and thought leadership in a somewhat fragmented and confusing customer success, retention, and growth market place."



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ABOUT CUSTOMERGAUGE

CustomerGauge is a software-as-a-service platform that helps clients improve retention, using Customer Success and Net Promoter® methodologies. The system automatically measures, analyses feedback and has close-loop tools to grow sales by retaining customers better. Results are published and analyzed in real-time, using a highly customizable and flexible reporting tool, which is scalable from small/medium companies up to global enterprises.

Founders Adam Dorrell (CEO) and Camilla Scholten (COO) launched the company in 2008. Headquartered in Amsterdam (base for all development and marketing), it has offices in Boston and a growing Asia/Pac business. Clients include Electrolux, Philips, WoltersKluwer, AEGON, Ziggo, Tommy Hilfiger, Melitta, H&R Block and Alphabet/BMW. CustomerGauge was recently recognized for its growth in the Deloitte Fast50 companies listing

for 2015.

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