

CustomerGauge Shakes Things Up in Boston at Monetize! 2018

CustomerGauge welcomed 120+ industry leaders to one of the largest Net Promoter® conferences of the year—Monetize! 2018.

May 22nd, Boston, MA—Earlier this month, CustomerGauge played host to over 120+ industry leaders—including Microsoft, JPMorgan Chase, La-Z-Boy and Wolters Kluwer—for two days of big-name speakers, networking, at one of the year’s biggest Net Promoter conferences.

Located at the beautiful Lenox Hotel in downtown Boston, [Monetize! 2018](#) brought together the best the customer experience industry has to offer. Over the course of the event, CEO Adam Dorrell and COO Camilla Scholten were joined on the stage by renowned experts in the industry—from Forrester’s in-house CX guru, Maxie Schmidt, to co-inventor of the Net Promoter Score®, Laura Brooks.



Monetize! 2018 also introduced groundbreaking research and innovations in Net Promoter, including CustomerGauge's [2018 NPS® & CX Benchmarks Report](#), done in collaboration with MIT, the launch of the first-of-its-kind [Monetize & Retention software suite](#), and customer success stories from top companies including Black Duck Software, Legacy ER & Urgent Care and SuperOffice AS.

“We’re thrilled with the turnout at this year’s Monetize! event, and the relationships we’ve built as a company with both leaders in the CX and NPS space, and businesses who have embraced the Monetized Net Promoter methodology.”

— Adam Dorrell, CEO & Co-Founder, CustomerGauge

Dorrell continues: “With the new advancements coming out of CustomerGauge’s Monetize & Retention suite we are not only preaching Monetized NPS, but delivering the capabilities to push these best practices to the frontline of businesses.”

For more information on event highlights from Monetize! 2018 or to see if there is a CustomerGauge event coming near you, please reach out to marketing@customergauge.com.

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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