

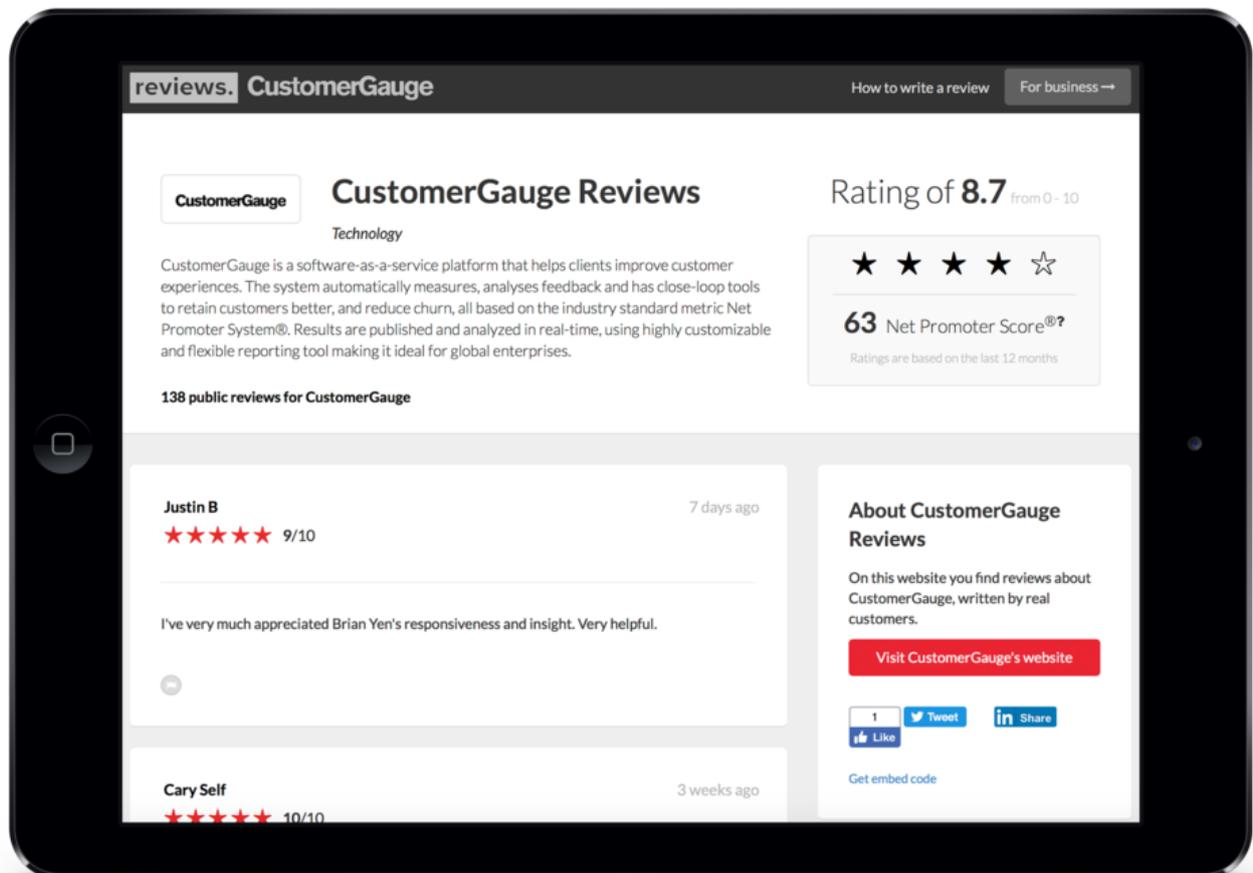
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# Grow Your Customer Testimonials with CustomerGauge, the Only Net Promoter®-to-Review Solution.

**October 10th, Boston** - CustomerGauge, the leading SaaS provider of Monetized Net Promoter® and customer retention software, today has announced an upgrade to its CustomerGauge Reviews platform. As part of the new expansion, CustomerGauge now offers clients the ability to setup multiple review sites per **brand, product, location, and language** to extend their reach and maximize customer testimonials. The new features are available today.

Designed for both B2B and B2C global enterprises, the CustomerGauge Reviews platform allows companies to transform customer feedback into reviews, in an instance. For example, upon completing a customer survey, respondents can immediately publish their NPS score and comments to a branded public reviews website. The review pages are indexed by search engines, along with a 5-point star rating. This makes the CustomerGauge Reviews platform the only review system featuring Net Promoter Score, standard star rating and verified customer reviews.

Companies can benefit by having a trustworthy stream of user-generated content that boosts Search Engine ranking and helps with referral marketing. The value is not just limited to B2C accounts - CustomerGauge's fastest growth segment of review clients is in business-to-business.



Typically, CustomerGauge drives higher proportion of customer reviews than using other systems thanks to the automated proactive feedback collection system that works on both transactions and relationships. NPS survey-to-reviews conversion rate is very high - with a median in the range of 20-30%, and with some clients up to **40% of all survey feedback results in reviews**. This mechanism helps to drive volume: several clients have reviews numbering in the thousands, with one site carrying more than **30,000 customer reviews**.

CustomerGauge clients with reviews include clients like Kuoni Travel, H&R Block , Legacy ER & Urgent Care. Example reviews site: <https://reviews.customergauge.com/legacy-er-urgent-care>

Built into the CustomerGauge Reviews system is a full workflow to acknowledge customers, support rebuttals and content monitoring. Moreover, CustomerGauge ensures all reviews are written by real customers. Unlike other systems that invite public reviews, CustomerGauge guarantees enterprises have full ownership and control of their data.

This latest update introduces several new, major additions to the offering:

- **Multi-brand/location:** Depending on the breadth and complexity of their business, organizations might want to setup multiple review sites for the different brands or locations they survey customers. This gives the ability to have a dedicated customer reviews platform for specific product and service offerings.
- **Multi-language:** Enterprises can easily configure their reviews platform to support the local languages of their audience—making customer advocacy truly international.

CustomerGauge customers have already benefited from increased referral traffic.

*“By creating customer reviews from our CustomerGauge NPS surveys we ensure all Legacy ER reviews are 100% genuine on top of the ability to gather a ton of useful data”* says Jay Woody, Chief Medical Officer and Founder of Legacy ER & Urgent Care. *“Instead of having to identify promoters and then find a way to activate them, we make it all happen in one smooth process. Using this technique has allowed us to grow our Reviews platform with nearly 6,000 customer reviews to date.”*

If you'd like to learn more about the CustomerGauge customer advocacy offering please contact [sales@customergauge.com](mailto:sales@customergauge.com).

### **About CustomerGauge**

CustomerGauge is a software-as-a-service platform that helps clients improve and monetize the customer experience. The system automatically measures and analyzes feedback, reduces churn through close-loop tools, and helps retain customers using the industry-standard metric Net Promoter System. Results are published and analyzed in real-time, using a highly customizable reporting tool, making it ideal for global enterprises. For more information, visit [www.customergauge.com](http://www.customergauge.com).

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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.

\*Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld.



**CustomerGauge**

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