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# CustomerGauge to Premiere Groundbreaking B2B Capabilities at Monetize! Amsterdam

*Less than a month away, CustomerGauge is gearing up to Monetize! Amsterdam with record number of registered attendees and groundbreaking B2B capabilities on the way.*

**Feb. 13th, Amsterdam** - CustomerGauge, a Software-as-a-Service platform that helps clients improve and monetize the customer experience, has announced today additional speakers and a record number of registered attendees for its springtime CX conference, [Monetize! Amsterdam](#).

Scheduled March 11-14th, Monetize! Amsterdam, now in its fourth year, will welcome more than 200 CX practitioners seeking best practices from other experts in their fields, network opportunities and inspiration to the city center venue, Compagnietheater.

CustomerGauge will also unveil a new category and solutions on its SaaS platform, primarily focused on the Business-to-Business (B2B) market, which will help companies focus on enhancing their customer experience with enterprise-scale relationships.

*“We are excited to focus on the complexities of B2B relationships at Monetize! Amsterdam and can't wait to hear from some leading B2B brands in the world”* noted CustomerGauge CEO and co-founder Adam Dorrell *“All large enterprises are challenged to deliver excellent customer experiences with large customers, be they partners or clients, and this area has really been underserved until now. The Monetize conference will help foster best practices in this area, as well as introduce new technology solutions that are tailored to manage the nuances of B2B relationships.”*

Along with the introduction of these next-generation B2B features, Monetize! Amsterdam is also welcoming a plethora of CX leaders from Salesforce, DHL Supply Chain, Eventbrite, G2 Crowd, Electrolux, Anheuser-Busch-Inbev, City of Amsterdam plus many others.

This year's Monetize event is offering two different tracks: a four-day pass which includes a two-day crash certification course in everything from loyalty economics to CX program management prior to the conference & a main conference pass to an incredible lineup of speakers. Details at:

<https://customergauge.com/monetize-amsterdam-2019>

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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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