

# CustomerGauge Closes the B2B CX Gap with Account Experience Solution

CustomerGauge, a software-as-a-service platform that helps clients improve and monetize the customer experience, revealed new enterprise-ready features in their Account Experience(TM) solution to address the underserved complexities of B2B CX programs.

**April 24, Boston** — Originally announced to the general public at their March 2019 Monetize! Amsterdam conference, [CustomerGauge's Account Experience](#) solution will empower B2B enterprises to harness their digital transformation to interpret—and anticipate—customer needs and account sentiment at scale. This dedicated B2B CX solution will also enable organizations to identify additional revenue streams and grow existing accounts.

*“When you work with ‘million-dollar’ B2B customer accounts, the value of customer experience data is critically important. For years, B2B companies have had to rely on CX tools oriented for consumer B2C experiences, which fall short of the multi-contact and hierarchical complexities that is the reality of B2B relationships. In a field revolving around B2C CX solutions, CustomerGauge is introducing Account Experience—the future of B2B CX. ”*

— Adam Dorrell, CEO, CustomerGauge

CustomerGauge's AX solution, purpose-built to support the needs of B2B companies and their sophisticated organizational hierarchies, includes:

## **Account-Level Focus:**

- Intelligent account management toolkit that directs which accounts to prioritize based on revenue

- Account Vitals, which offers real-time tracking of multiple sources of operational data to help visualize account level engagement within an organization
- Sentiment measurement and closing the loop at the account level

### **Monetization Metrics:**

- Financial impact of NPS® loyalty buckets and customer lifecycle management
- What-if strategic revenue simulation to see how CX efforts impact revenue
- Advanced driver analysis to recommend improvements that will have the greatest impact on ROI and CX

### **Rescue & Growth Solution:**

- Strategic tools to rescue at-risk customers and track account growth
- Real-time retention & churn indicators
- Churn driver analysis

The system is live and being rolled out to customers now. For more information on this groundbreaking new CX technology, visit <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.

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