

CustomerGauge Announces Investment From Riverside Acceleration Capital to Support Accelerated Growth and B2B Account Experience Market Expansion

Boston, MA - [CustomerGauge](#), creator of the Account Experience™ category maximizing retention and growth for B2B companies, today announced it has closed a funding round with [Riverside Acceleration Capital](#) (RAC). The funding will continue to fuel CustomerGauge's operations and aggressive expansion of the Account Experience category for B2B businesses globally.

Terms of the deal were not disclosed.

The CustomerGauge [Account Experience solution](#) excels at collecting feedback and signals at the account-level and distributing this information in real-time to front line employees so businesses can proactively retain and grow accounts faster. Account Experience also takes the guesswork out of the experience ROI equation by directly linking all account metrics and sentiment directly to revenue, in turn, maximizing buy-in from the c-suite ensuring long-term program success and cultural transformation. CustomerGauge is built from the ground up to cater to the more complex B2B business environment and powers brands like DHL, Anheuser-Busch (AB InBev), Xerox, H&R Block, Kaspersky, Electrolux, and Culligan.

"We're thrilled to have a highly regarded financial partner like RAC on board," says Adam Dorrell, CEO of CustomerGauge. "There is a massive demand for B2B companies to focus on and grow retention in their businesses, and we're excited to meet this market demand together with a great long-term partner like RAC."

RAC invests in high-growth B2B software companies and provides funding and resources to support companies across their entire lifecycle. The organization is a part of The Riverside Company, a global private equity firm focused on the smaller end of the middle market, founded in 1988.

To learn more about CustomerGauge, visit <https://www.CustomerGauge.com>.

To learn more about RAC, visit <https://www.riverside.ac>.

About CustomerGauge

CustomerGauge is a software-as-a-service platform that helps clients improve and monetize their B2B Account Experience. The system automatically measures and analyzes feedback, reduces churn through close-loop tools, and helps retain accounts. Results are published and analyzed in real-time, using a highly customizable reporting tool, making it ideal for businesses—from fast-growing SaaS companies to global enterprises. For more information, visit www.customergauge.com

About Riverside Acceleration Capital Riverside Acceleration Capital (RAC) provides flexible growth capital to expansion-stage B2B software and technology companies, through an investment structure that maximizes alignment while minimizing dilution. RAC is part of The Riverside Company, a global private equity firm focused on investing in growing businesses valued at up to \$400 million. Since its founding in 1988, Riverside has made more than 600 investments. The firm's international private equity and structured capital portfolios include more than 100 companies. For more information, visit www.riverside.ac

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