

CustomerGauge Brings B2B Customer Experience Solution to HubSpot Marketing System Users

CustomerGauge, creator of the Account Experience™ category maximizing retention and growth for B2B companies, today announced its advanced integration to HubSpot Marketing & CRM System. The two-way integration is designed to help organizations measure, analyze, and act on feedback throughout the customer journey—including marketing owned activities like email engagement, event sign-up or attendance, form-fills, and many other marketing activities.

Today, it's often the case that marketing interactions are isolated from the view of account management teams who are responsible for customer experience and retention. With this new integration, organizations can break down those silos, expand their customer engagement view to include marketing owned journey points, while empowering their account managers to get a full view of their customer interactions (or lack of) across all channels.

This integration works for both HubSpot Marketing and HubSpot CRM (that has HubSpot Marketing enabled) allowing marketers to use their already defined lists in HubSpot to survey customers in real-time. In addition, the survey feedback information pushed from CustomerGauge back into HubSpot can be used to activate promoters as part of existing customer outreach campaigns for reviews and referrals.

Teams now have the power to:

- > Follow a guided process to setup a tailored integration best suited for their needs
- > Leverage existing HubSpot contact lists to send survey invitations via CustomerGauge and push feedback results back from CustomerGauge into HubSpot for tracking and customer activations
- > Benefit from real-time diagnostics for quick troubleshooting of errors and failure retries

“We’re excited to offer our latest two-way integration from Hubspot to all CustomerGauge clients,” says Trishaala Chengappa, VP of Product at CustomerGauge. “This is a massive leap forward in uniting marketing and experience data into one platform and we’re proud that platform is CustomerGauge.”

The CustomerGauge - HubSpot Integration comes as a standard offering with all CustomerGauge systems.

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

About CustomerGauge

Built from the ground up to cater to the more complex B2B business environment, 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 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.

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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



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