CustomerGauge launches CG7: the end of reactive customer experience for B2B companies

AMSTERDAM, 20 November 2026 — CustomerGauge, the B2B Account Experience platform that links customer feedback to revenue, today released CG7, the seventh generation of its platform.

CG7 moves customer experience programs from dashboards that teams must remember to check to intelligence that comes to them. It is live for all CustomerGauge customers as of November 25th, 2026.

Most B2B feedback programs collect more scores and comments than anyone can read. Dashboards fill up, and the account that needed a call last month churns this quarter. CG7 is built to close that gap, around three changes.

1. Proactive intelligence from GaigeAI
GaigeAI, CustomerGauge's AI analyst, now works ahead of its users. Each morning it delivers a personalised briefing: which accounts are at risk, which promoters to thank, and what has changed since the last survey. Frontline account managers, program leaders and executives each receive the view that fits their role.

Gaige is now available on every page of the platform. Users can ask it to explain a report, check an integration or build a new dashboard in plain language. Customers can add their own operational data, such as product usage, in any format, and test it against loyalty and churn. Every recommendation shows its "thinking steps", so users can see how Gaige reached its conclusion and which numbers it used.

"For nearly twenty years we have helped compal l nies measure, act and grow revenue from their customers...CG7 is the shift from a system you visit to one that chases you. It reminds you, highlights what matters and helps you act before an account drifts."

Adam Dorrell, CEO & Co-Founder, CustomerGauge

2. Any survey, from any platform, in one sitting

A new AI survey generator builds programs from whatever a company already has: an existing survey, a Word document or a screenshot, in any language. Surveys created in other feedback platforms, including Qualtrics, can be imported one-to-one with no rebuilding. A gallery of almost 40 templates covers customer, supplier and employee journeys, and includes MaxDiff, TURF and Fred Reichheld's Earned Growth.

Customers can also import their historical feedback. That history appears straight away in CustomerGauge Customer Flight Paths, which track every contact and account across six trajectories over time. Companies see which relationships are climbing, holding or descending before they send a single new survey.

"Customers told us set-up was the heaviest part of running a program. Now you bring what you have, and Gaige does the rest. You can work with it conversationally, set the survey live and get a dedicated report with one click."

Trishaala Chengappa, VP of Product and Services at CustomerGauge.

3. NPS Intelligence: communicating your program with confidence

CG7 includes NPS Intelligence, a database of about 40,000 public Net Promoter disclosures from earnings calls, SEC filings, annual reports and press releases. It covers more than 9,000 companies and adds 40 to 50 new items each day. Customers can benchmark against the median for their sector, follow named peers, and see how leading companies describe their customer programs to investors and the public.

A new GaigeAI skill turns this research into the customer's own content. It drafts CEO briefings, board papers, earnings-call scripts and press releases from the company's CustomerGauge data. It also checks the maths, so that a change within the margin of error is not reported as an improvement.

"Many companies run excellent CX programs but struggle to explain them to their board or to Wall Street...NPS Intelligence shows how the best companies talk about their customers, and Gaige helps you tell your own story the same way."

Adam Dorrell, CEO & Co-Founder, CustomerGauge

Open to customers' own AI

From December 2026, CG7 also connects to customers' own AI ecosystems through MCP. Companies can bring Gaige's intelligence into their own agents and run CustomerGauge from their preferred AI tools, including in a "headless" mode without logging into the platform.

Availability

"This completes the picture...Gaige makes the work faster, and NPS Intelligence lets teams show the value of all the effort that goes into looking after customers."

Camilla Scholten, COO & Co-Founder, CustomerGauge

CG7 is available to all CustomerGauge customers on the 25th of November, with Gaige credits included so every customer can try the new capabilities. Users can switch back to the Classic interface until 7 January 2027, when CG7 becomes the standard version. Existing surveys, reports and settings move across automatically. Companies that are not yet customers can try CG7 free for one month. A live deep-dive session takes place on 3 December 2026.

About CustomerGauge

CustomerGauge is the **only platform purpose-built for account-based NPS in B2B**. We connect account sentiment, revenue, and lifecycle data so companies see true account health—not fragmented responses. Using AI to maintain continuous conversations with accounts, CustomerGauge surfaces risk before renewals, identifies expansion opportunities, and automates next-best actions. Companies using CustomerGauge prioritize by revenue impact, close the loop faster, and turn experience data into protected and grown revenue.

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