

RETAIN CURRENT CUSTOMERS

TO PROTECT AND GROW YOUR COMPANY'S BOTTOM LINE

Retention is an area that not enough B2B software-as-a-service companies focus on—and it hurts them. SaaS companies focus on sales (for good reason: revenue is king), but when sales is the only focus, your customers are unlikely to renew. A dual focus on sales and retention helps maintain your bottom line and contributes to new customer acquisition.

Loyal customers deliver

23%

more revenue and
profitability

Existing customers are

50%

more likely to try
new products

A brand could lose

13%

of their revenue due to
disengaged customers

BENEFITS OF ACCELITY RETENTION SERVICES

- ✓ Focus more on new sales instead of replacing customers who leave.
- ✓ See a large ROI from investing in retention services.
- ✓ Upsell more existing accounts when customers are loyal and satisfied.
- ✓ Gain more word-of-mouth referrals.
- ✓ Engage more customers and receive feedback, allowing you to continuously improve.

ACCELITY RETENTION SERVICES INCLUDE:

- Net promoter surveys & follow-up automation
- Newsletters & automated customer touches
- Onboarding & training automation
- FAQ creation
- Product or service adoption tactics
- And more



READY FOR YOUR CLOSEUP?
Request a consultation [here](#).

