

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](#).

 ACCELITY MARKETING

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