Make your customers happy and keep them as customers

The cost of acquiring customers is just one of the reasons many businesses have moved from selling products to selling services. For these companies, giving customers a better experience is the cornerstone of their success. Did you know that a 5% increase in customer retention can increase a company’s profitability by 75%? By 2020, customer experience is going to become the key differentiator for businesses. But many businesses lack the technology to understand what their customers are trying to achieve.

How do you develop better relationships with customers?

1. **Onboarding**: Make sure your customers are set up for success. They need to know how to use your solution and have everything they need to get started.
2. **Experience**: Ensure that your customers are having a positive experience with your solution. This includes understanding what they are trying to achieve and helping them get more out of your software.
3. **Insight**: Take a proactive approach to understanding your customers’ needs. This can help you identify problems and opportunities in time to do something about them.

What's standing in the way of a better relationship?

Many businesses lack the technology to understand:

- **360° view of customers**
- **Insight into buying and activation trends**
- **An understanding of the best targets for marketing activities**
- **Information about the use of features**

Technology can help you understand your customers better. Today, software monetization solutions do more than just control access and permissions for your software. They provide an invaluable source of information to help you make your customers happy and keep them as customers.

Gemalto’s Sentinel Solutions can help you increase customer satisfaction by providing:

- **Understanding your customers better**
- **Customer loyalty**
- **How their solutions are used**
- **Customers’ needs**
- **Uptake of their solutions**

Read the case study to see how HP improved the experience for its customers.