gemalto
security to be free

Make your customers happy and keep them as customers

The changing relationship with 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 a key differentiator. But many fall at the first hurdle with poor adoption of their products. What's the reason? Often, businesses don't know – they also lack visibility of what their customers are trying to achieve.

It can cost up to

30x

as much to get a new customer as it does to keep an existing one.
The Chartered Institute of Marketing

How do you develop better relationships with customers?

Make things easy for your customers and help them get more out of your software and you'll develop a stronger relationship. To do this, you need to focus on three key areas:

Onboarding
ensuring that your customers know how to use your solution and have everything they need to get started.

Experience
making things easy for your customers. Customer experience is a key differentiator for businesses.

Insight
taking a proactive approach to understanding your customers' needs helps you identify problems and opportunities in time to do something about them.

5%
increase
=
75%
profit

A 5% increase in customer retention can increase a company's profitability by 75%.
Bain and Co

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

Many businesses lack the technology to understand:

- Customer loyalty
- Uptake of their solutions
- Customers' needs
- How their solutions are used

By 2020, customer experience is going to become the key differentiator for businesses.
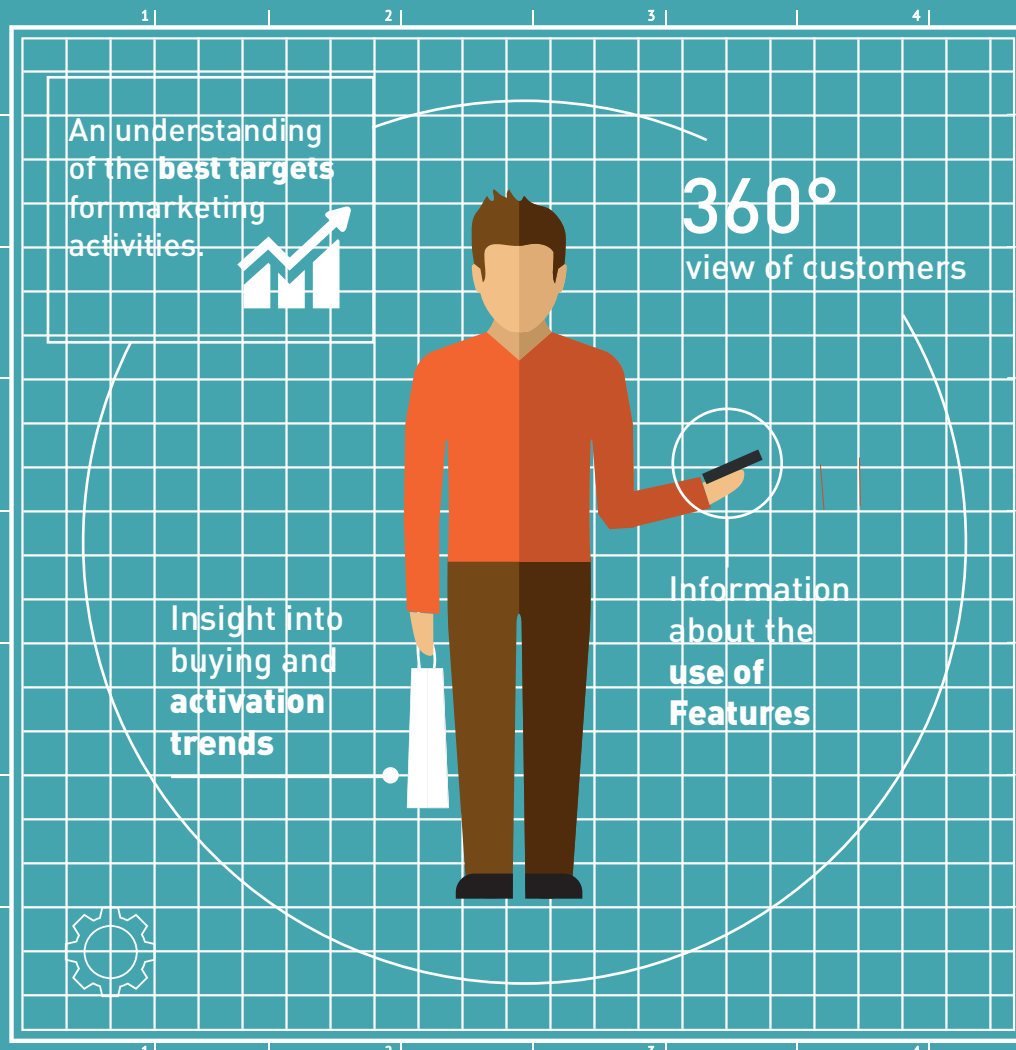Walker Information

Understanding your customers better

Technology can help you understand your customers better. Today, software monetization solutions do more than just control access and permissions for your software. They can 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:

An understanding of the best targets for marketing activities

360°
view of customers

Insight into buying and activation trends

Information about the use of Features

See how HP improved the experience for its customers

Read the case study