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 organizations, giving customers a better experience is the primary goal. Unfortunately, many businesses lack visibility of what their customers are trying to achieve.

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:

- Many businesses lack the technology to understand:
  - understanding your customers' needs helps you identify problems and opportunities in time to do something about them.
  - ensuring that your customers know how to use your solution and have everything they need to get started.

The changing relationship with customers

It can cost up to 30x as much to get a new customer as it does to keep an existing one.

A 5% increase in customer retention can increase a company’s profitability by 75%.

Understanding your customers better

Tech solutions 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.

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See how HP improved the experience for its customers.