



# CLIENT RETENTION AUTOMATION

Assess client and channel sentiment, significantly improve your ability to retain customers, increase recurring revenue, and maximize customer lifetime value.

Did you know...**most companies spend 5-10X more on marketing and sales as compared to retention**, and **less than 5% of companies systematically check the pulse of their customers.**

We know the adage **“it’s cheaper to keep a client then acquire a new one”**, but companies spend far more time and money on prospecting new customers versus retaining current customers, when a mere **3-5% increase in retention can have a significant impact on net income.**

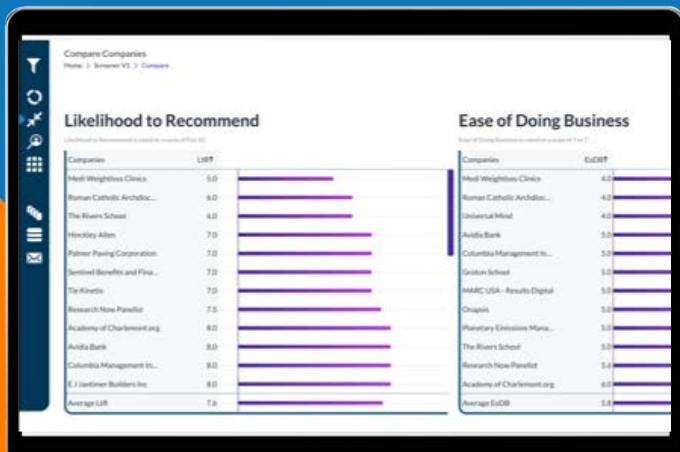
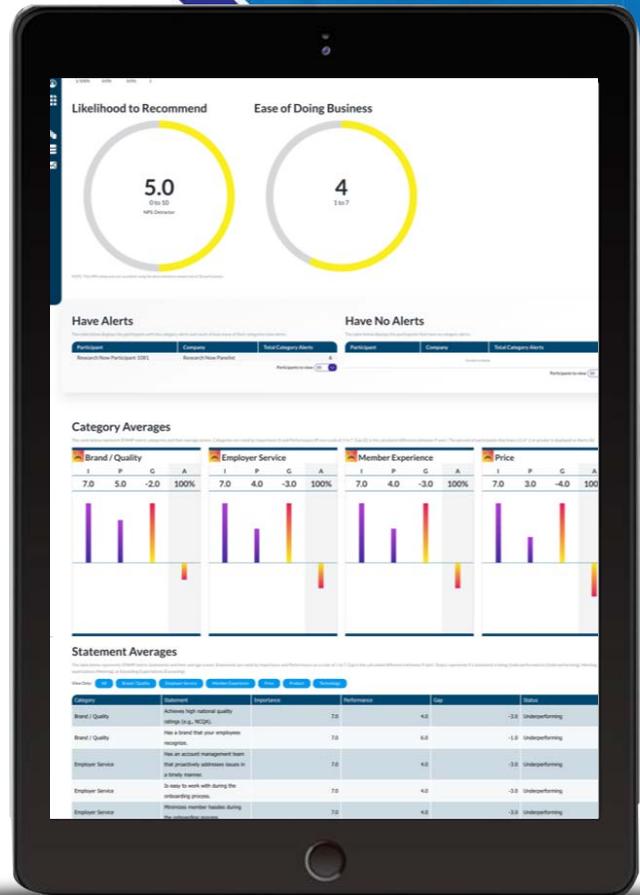
## THE PROBLEM:

- ◆ Companies usually spend the most time on their largest customers or the ones that make the most noise, ignoring the rest. Most are leaky buckets trying to acquire new clients to outpace the loss of current ones.
- ◆ Many companies rely on sales and account manager self-reported input in to CRM systems; data is usually biased and inconsistent.
- ◆ Traditional surveys are sometimes used; however, these are not consistently deployed, provide results at the summary level (not client-by-client), and are time consuming and expensive.
- ◆ Companies look for an easy path like measuring Net Promoter Score (NPS). NPS is not a good predictor of B2B customer sentiment.

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## STAMP HELPS YOU SYSTEMATICALLY:

- ◆ Determine what is most important to clients and channel partners
- ◆ Measure performance against importance/expectation
- ◆ Provide real time alerts on under performance against client expectations
- ◆ Identify key playbook actions to improve client sentiment and retain clients
- ◆ Track trends over time with benchmarking against peers
- ◆ Integrate additional company data, fueling predictive analytics and continuous learning
- ◆ Synchronize with existing Sales & Marketing Automation Platforms



- ◆ STAMP allows you to view results on multiple levels, starting at the individual level and rolls up to the company, account management and segment level.

- ◆ STAMPing clients is an iterative process. Connect with clients months before their renewal so you can address any issues and take the action required to retain at-risk clients.

Getting STAMP up and running only takes a few hours of effort. Your time is spent interacting with your client, not administering the STAMP platform.