

## Increase Your Revenue by Focusing on Customer Experience

Giving customers a better experience is a key differentiator over your competitors.

But it's not always easy to keep your existing customers satisfied.

Many businesses lack visibility into what their customers are trying to achieve with their product.

By not fully understanding your customers, you risk failing to keep them satisfied, and ultimately, failing to keep them as customers.



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



Ensure your customers know how to use your solution and have all they need to get started

#### Experience



Make sure you're easy to do business with and give your customers the best possible experience

#### Insight



Use data and insights to understand your customers' needs and identify problems early



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 Needs

License Activations

Usage Data

Customer Loyalty



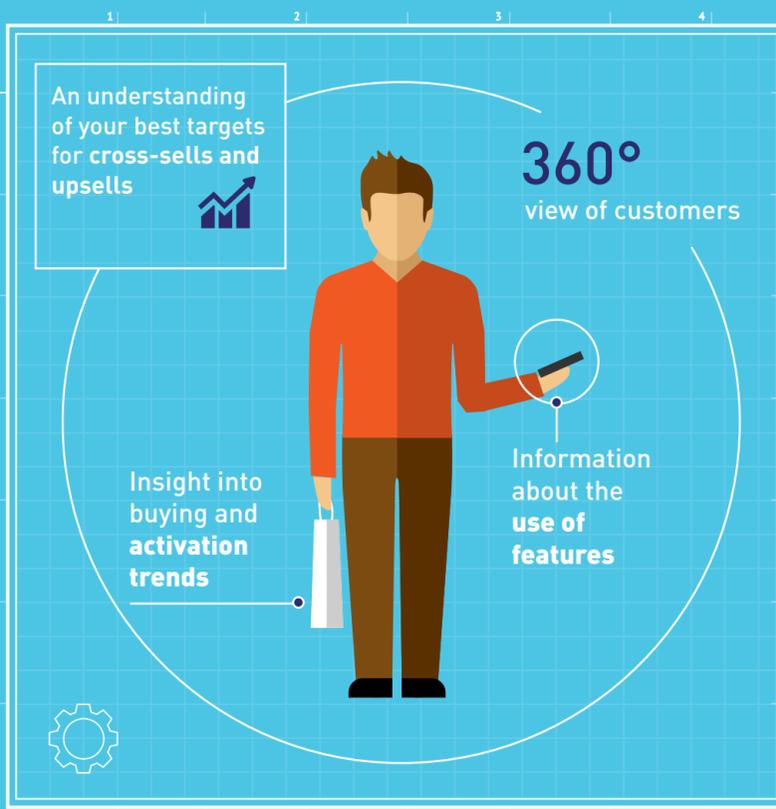
By the end of this year, customer experience will be the key differentiator for most businesses

Walker Information

### Licensing Helps You Understand Your Customers Better

Today, software licensing solutions do more than just control access and permissions for your software. They can provide an invaluable source of information to help you keep your customers happy and keep them coming back.

Sentinel Solutions can help you increase customer satisfaction by providing:



See how Casio improved customer experience and increased market share

[Download the Case Study](#)