



Build Lasting, More Profitable Customer Relationships

Customer success teams are often set up for failure. The CS team will handle it, many revenue leaders think. But far too often, the value promised during the sales cycle isn't communicated downstream. The very people responsible for making sure customers are happy and ultimately renew, are left with unclear expectations, inadequate tools for tracking customer health, and no way of proving whether value has been realized. It's no wonder that for many B2B suppliers, the renewal cycle ends up being an ambiguous guessing game.

Nail the Handoff

In many cases, salespeople sell exactly what they've been trained to sell. It's the handoff after the deal closes that begins the unraveling. Here, many companies experience a collective memory loss as the closing plan doesn't translate into a lasting success plan.

MetaCX provides salespeople with the tools to document the outcomes prospects are looking to achieve—all within a branded, shared space called a bridge. Once a deal has closed, a CSM or onboarding specialist can be invited into the bridge to transfer knowledge and coordinate an onboarding or implementation plan, turning the handoff into a moment of delight, not despair.

It's a missed opportunity because the best playbook for growth involves leaning into existing customers rather than acquiring new ones, and demonstrating measurable proof of value rather than increasing ad dollars or demand gen efforts.

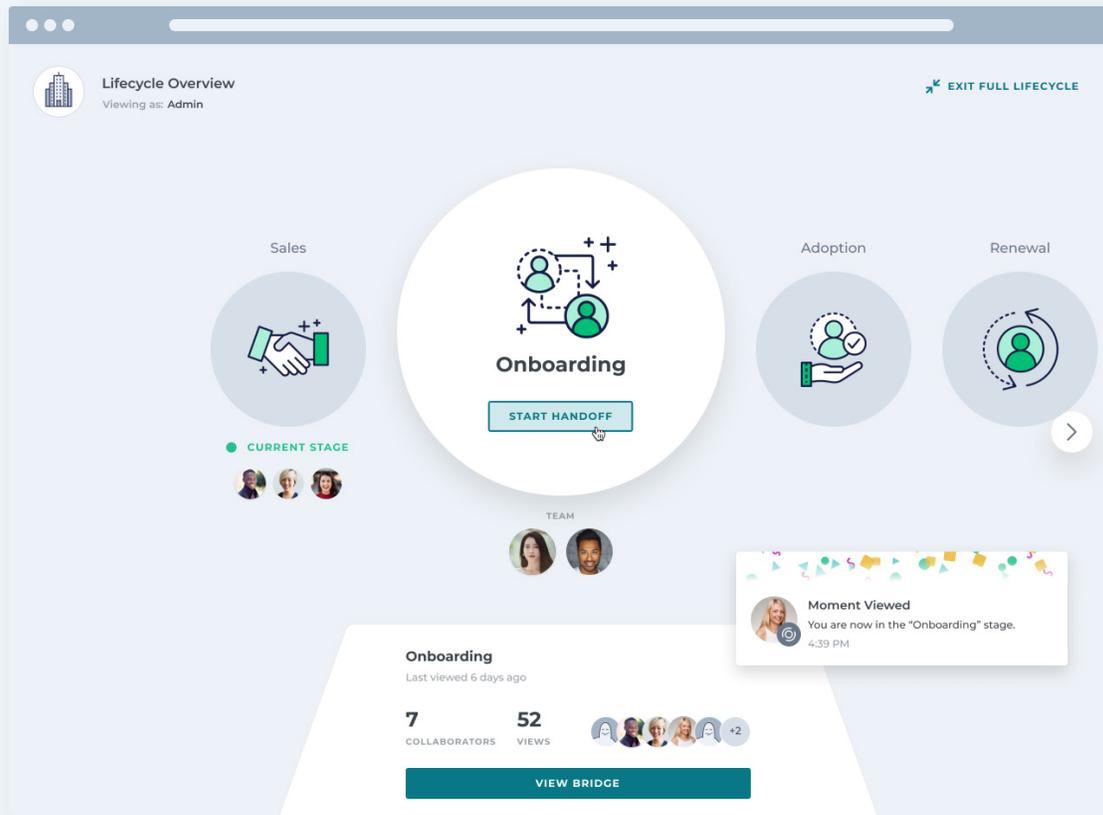
MetaCX has pioneered a new outcomes-based approach for managing the entire customer lifecycle by transforming how suppliers and buyers collaborate and win together. The result is tighter internal processes and longer, more profitable customer relationships.

Create Continuous Alignment

It's not enough for suppliers to gain alignment with their buyers on a quarterly basis. Innovations are made, competitors pop up overnight, and global pandemics change entire go-to-market strategies. In order to deliver real value, suppliers must keep in lockstep with their customers to ensure they are achieving their desired outcomes.

Using MetaCX, suppliers are able to continuously collaborate with their customers around their desired business outcomes within a bridge (or multiple bridges). The bridge serves as the central source of truth for both sides of the supplier/buyer relationship. Suppliers know what they are expected to deliver and customers know the value they should receive.





At any point in time, suppliers and buyers are able to adjust outcomes, create new milestones, share supporting assets, and make comments to each other—all while being guided by real-time outcome analytics that illuminate progress toward outcome achievement.

Reduce Churn

Without a way to consistently measure and prove the positive impact your solution has on your customers' business, renewals are perpetually at risk.

MetaCX shines light on outcome achievement and value realization to help customer success teams easily renew contracts. It also provides real time visibility into predictors of churn so you can be proactive in heading off retention risks. By sharing measurable proof of value with customers, you're able to improve gross retention rates by 30% or more.

Increase Expansion

Many companies struggle to drive expansion revenue from existing accounts because of lingering questions about whether value has been realized from the initial investment. MetaCX demonstrates proof of value, which arms your customer success, install base sellers and account management teams with the proof they need to unlock the expansion motion. This proof of value can help lift net revenue retention rates by 20% or more.

MetaCX helps B2B suppliers change the game by improving how they manage the entire customer lifecycle. Of course, you have to offer competitive products and services, too. But, chances are, your competitors offer something very similar—or at least say they do. How you manage the customer lifecycle and prove impact on outcomes is what makes the difference.