

Unify Siloed Customer Data to Improve Renewal and Retention Rates

Today, most businesses sit on heaps of siloed and dormant customer data, which is collected from various offline and online sources. This data can provide insights into product adoption, usage, and support and naturally holds massive potential for up-sell and cross-sell. However, organizations lack advanced tools to update the data in real time and fail to align their sales and support efforts. They need a unified interface to get predictive insights into their customer data. With Klera, organizations can easily collect data from different sources, including marketing automation systems, customer support desks, CRMs, Google Sheets, and more, using out-of-the-box connectors. The unified data can be analyzed visually and helps teams gather actionable insights to ensure better customer renewal, retention, and success rate.

Solution Highlights



Synchronize data – Sync tools like Salesforce and ServiceNow to assess the true health of a customer account with an end-to-end view across departments.



Ensure quick response – Drive incidents to closure that lead to positive customer sentiments.



Leverage predictive analytics – Analyze data to detect and eliminate risks proactively.



Find growth opportunities – Increase the probability of expanding into accounts in a data-driven way.

Predictive Customer Retention

Align Sales and Support Teams for Improved Customer Satisfaction

Connect with a wide range of tools and databases using dynamic, bi-directional, [smart connectors](#).

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