

B2B

Acquire and Retain Key Accounts



Intelligently Allocate Resources, Maximize Profitability

Selling to an individual consumer or customer segment is one thing. Selling your products and services to massive, global companies with multiple lines of business, various stakeholders with competing priorities, and disparate revenue streams is a whole other story. That's why we've decided to simplify sales, retention, expansion, and cost savings for B2B firms. Because you don't have time for anything else.

Improving B2B Experiences with InMoment

The right data. The right technology. The right people and expertise. This isn't a B2C solution hastily adapted for B2B. It's a purpose-built, outcome-oriented, leading indicator machine focused on acquiring new customers, retaining them longer, increasing their value, and making them less expensive to serve. Which moments matter most? Find out using InMoment technology and services.



When it Comes to Data, It's Better Together



Meet ALICE, Your Resident Acquisition Expert



Anticipate Client Retention and Expansion with OSCAR



Traditional account health metrics that seek to consolidate multiple variables are not only static, but they treat every account the same, assuming that all companies make decisions based on the same set of criteria. OSCAR is built on the simple tenant that one score can anticipate retention. One score—that removes the subjective and often biased human inputs— you can use as an indicator to determine revenue at risk. OSCAR enables you to identify and target opportunities for growth, and anticipate churn—so you know what actions to take and when.



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The only way to consistently grow in B2B is to be better than very good.

Seth Godin

The B2B Ecosystem

B2B organizations create products and services geared toward helping large, global businesses meet their needs. Within the B2B industry, InMoment offers extensive experience and expertise in:



Construction



Technology



Financial Services



Manufacturing



Retail



Telecommunications



Insurance



Healthcare




Education



Engineering



Marketing and Sales



Food & Beverage



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4 Ways to Measure (and Prove) B2B CX Program Results



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Three Ways B2B Brands Can Promote Experience Programs Internally



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THOUGHT LEADERSHIP

How to Achieve Meaningful CX Measurement for CX-Based Compensation



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