

Augmented Revenue

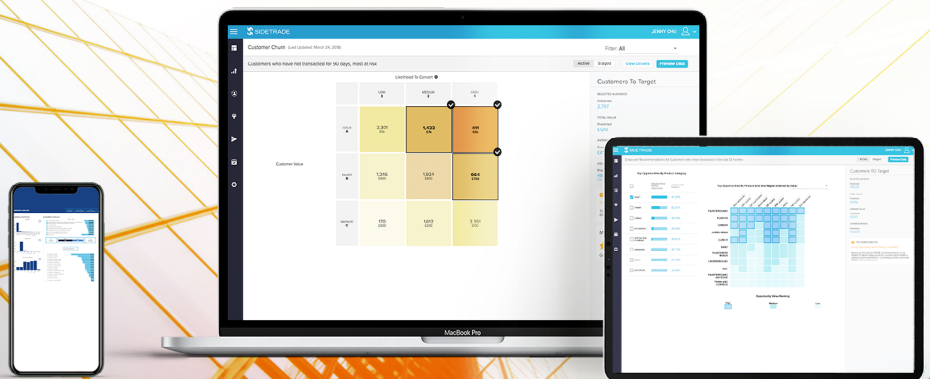
Unlock the ability to manage existing customers with the care they deserve while developing long-term value.

Cultivate customer relationships and spot opportunities for cross-sell and upsell.

Predictive insights for enhanced customer segmentation.

Dashboards provide you with an at-a-glance holistic view of your accounts.

One of the greatest challenges for enterprise organizations is unlocking additional revenue potential from their existing customer base, while delivering improved customer care. **Augmented Revenue**, the new solution from Sidetrade, will provide you with the insight you need to create more value from your customer accounts by increasing retention, cross-sell and upsell.



For many enterprise organizations, the primary source of revenue comes from their existing customers – but much of the sales activity is on winning new clients. To protect and grow customer revenue it's crucial to focus on long-term value development rather than just short-term project delivery. By implementing **Augmented Revenue**, our new predictive insights solution, you can cultivate customer relationships, monitor accounts who may be at risk of churn, and identify opportunities for cross-sell and upsell to your customer base.

Augmented Revenue combines your customer account data with our AI-driven predictive analytics technology, so you benefit from a holistic view of the account lifecycle. Our solution enables you to predict customer behaviour, segment accounts and create revenue generation plans for each target segment, create and execute to-do lists, track the status of accounts, and analyse the results. Features such as the dashboard view and customer groups help you visualize your customer data at a glance, making it easier for you to engage with your accounts, nurture your relationships, and focus on long-term value creation.

Sidetrade **Augmented Cash** is a complementary solution focusing on the order-to-cash cycle, ensuring that the whole customer lifecycle is covered to the point that cash is received from the customer.

Unlock the ability to maximise customer lifetime value while delivering the care they deserve with **Augmented Revenue**. [To book a demo, please get in touch with our friendly team.](#)

Further resources

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About Sidetrade

Our mission is to help organisations unlock customer value. Sidetrade provides the best AI technologies to drive the customer relationship, grow the business and generate cash flow. To find out more, visit [sidetrade.com](https://www.sidetrade.com).