

WHAT'S IMPORTANT?

Achieving customer satisfaction at scale. Combining expertise with excellence in administration and communications to deliver proactive, personalised and consistently high levels of service across a diverse portfolio of customers.

WHAT IS ARTESIAN'S OFFERING?

The better you know your customers, the more likely you are to retain and grow them.

Artesian insights help you understand and align with your customers, engage proactively and credibly.

With Artesian you can spot upsell opportunities and churn risk, build trust and long term, profitable relationships.

The screenshot shows a news feed interface with three articles. Each article has a category tag, a signal strength icon, a time indicator, and a source URL. The first article is under 'Growth' (7 days ago, www.chroniclelive.co.uk) with the headline 'Newcastle tech firm ION steps up growth and secures support from high-profile trio of investors'. The second is under 'Relationship' (13 days ago, diginomica.com) with the headline 'Watson, meet Einstein – a relatively elementary AI alliance'. The third is under 'Risk' (4 days ago, www.cbronline.com) with the headline 'Continued growth in cloud lifts Oracle Q3 profits'.

DAY IN THE LIFE

A customer centric relationship manager understands the market, knows their customer and has a genuine interest in helping the business achieve its goals. How do they do this?

STAY INFORMED

Account Managers can manage multiple, diverse accounts effortlessly by adding customers and topics of interest to the Artesian watchlist. Up to the minute, market and company news is prioritised by relevancy and available through the application, the Artesian Ready mobile app and potentially even your CRM.

DISCOVER OPPORTUNITIES AND RISKS

Colour coded triggers and alerts highlight expansion, new spending initiatives, key personnel moves and financial performance helping account managers spot cross sell and upsell opportunities or potential churn risk.

ENGAGE PROACTIVELY AND PERSONALLY

Insights can be shared with clients to stay front of mind and develop a long term, trusted relationship. When it's time for a call, they can check out the latest news about their contacts on the Artesian Ready mobile app.

INCREASE CUSTOMER SATISFACTION AND RETENTION

As a business leader, you can foster a customer curious culture within your account team, using the dashboards within Artesian to monitor adoption and best-practice customer interactions.