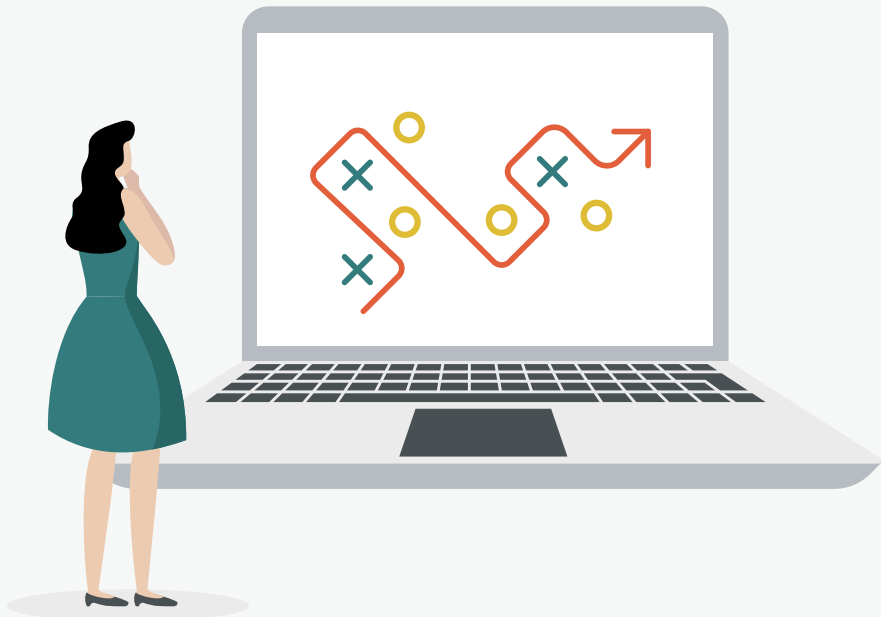


Future-proofing your marketing and sales strategy



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Introduction

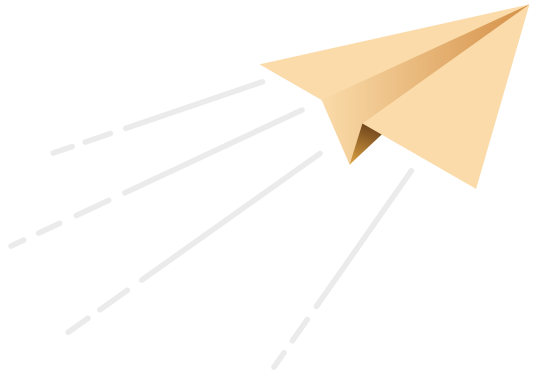
This whitepaper guides B2B and B2B2C companies in future-proofing their marketing and sales strategies. It demonstrates how to leverage technology, enhance customer experience, and modernize processes to drive growth in the digital age.

For many companies, adapting to this new world is not just a strategy. It's a necessity for survival. As customers get used to the seamless, personalized experiences they have in their personal lives, they now expect the same in their business interactions. Let us examine the data. A [recent Salesforce study](#) found that **64% of B2B buyers expect real-time company engagement**. Failing to meet these expectations can be costly: [Accenture reports](#) that **80% of B2B buyers have switched suppliers due to poor customer experiences**.

The challenges facing B2B organizations in this new landscape are complex and interconnected. **Sales cycles are longer and more involved than ever, with an average of 6.8 stakeholders** involved in each purchasing decision ([Harvard Business Review](#)). Delivering personalized experiences at scale seems impossible, as marketing and sales teams can't keep up with the volume of customer data.

Integrating this data across systems and touchpoints is another significant hurdle, with **only 7% of companies rating their ability to leverage customer data as "excellent"** ([Deloitte](#)). The result is a fragmented, generic customer experience that doesn't meet the B2C bar.

The stakes are high, but the potential for growth is even higher. [McKinsey found](#) that companies that consistently deliver personalized experiences **achieve revenue**



growth 40% faster than their peers. This is a promising sign for those who embrace digital transformation and customer-centricity. Conversely, businesses that fail to do so risk losing market share and becoming obsolete.

Companies must modernize customer engagement by leveraging technology for automated personalization, unifying customer data, and redesigning processes to be customer-centric. Solutions like JustRelate CX Cloud **help B2B and B2B2C companies** deliver personalized, data-driven experiences to meet evolving buyer expectations. We'll examine key trends and strategies in customer engagement.

But time is running out. Companies that don't adapt to the new world of customer engagement will be left behind, those that do will be ahead of the curve. The choice is clear – will you be a leader or an idler in the age of the digital customer? The future of your business depends on it.

Modernizing traditional business

With customer expectations changing so fast, companies can no longer afford to rely on old marketing and sales approaches. To stay competitive, organizations need to keep up with the latest trends and technologies in MarTech and SalesTech. These innovations are changing how businesses interact with customers and enabling personalization at every touchpoint.



Account-based marketing (ABM)

ABM is a strategic approach that **treats individual accounts as markets of one**, tailoring marketing and sales to each account's specific needs and challenges. This targeted approach is particularly relevant for industries with long sales cycles, such as hardware, automotive, and manufacturing.



Hyper-personalization

Hyper-personalization takes customer engagement to the next level by using real-time data and advanced analytics to **deliver super-relevant experiences**. This goes beyond basic segmentation, tailoring content, offers, and interactions to each customer's specific needs, preferences, and behaviors. In B2B hyper-personalization can really make a big difference to customer satisfaction and loyalty.



Omnichannel customer experience

Omnichannel CX is also a key trend. Today's buyers expect **seamless, consistent experiences** across every touchpoint from first website visit to post purchase support. This is especially important for industries where customers may interact with a company through multiple channels, trade shows, webinars and online portals.



Artificial intelligence (AI)

AI is changing marketing and sales everywhere. Machine learning processes vast data to **find insights humans miss**. In sales, AI predicts customer churn, finds cross-sell opportunities, and automates tasks, allowing salespeople to focus on relationships. For marketing, AI optimizes ad spend, creates content, and segments customers. As AI improves, it's becoming essential for businesses looking to get ahead in marketing and sales.

Modernization challenges

- **Insufficient sales and marketing alignment.** ABM requires close collaboration between sales and marketing teams. Without clear communication and shared goals, ABM initiatives can become fragmented and ineffective.
- **Data quality and bias.** AI algorithms are only as good as the data they are trained on. Poor data quality can lead to inaccurate predictions.
- **Lack of personalization.** Simply being present on multiple channels is not enough.



Customers want an
always-on and personalized

OMNICHANNEL EXPERIENCE

(McKinsey)



Embracing MarTech and SalesTech trends

JustRelate CX Cloud is leading the way with MarTech and SalesTech trends. It's a customer engagement platform that lets you deliver personalization at every touchpoint.

Create

Create for every channel: websites, landing pages, mass and transactional email, messaging, and more for every device and region.

Engage

Engage with customers and prospects at every touchpoint: in person or digitally through visits, events, print, phone, web, email, messaging, and social media to sell simple and complex products services.

Retain

Retain customers with self-service portals to service, customer success, cross-sell, up-sell, and other after-sales activities at a cost around the clock and worldwide.

The JustRelate Create Suite lets you create engaging websites, landing pages, and emails for every device and region. The JustRelate Engage Suite supports complex B2B sales processes with CPQ and marketing automation. And the JustRelate Retain Suite lets you deliver post-purchase support with self-service portals and AI-powered service management.

But that's just the start. To transform customer engagement, B2B companies need to implement measurable processes and KPIs to measure the impact of what they do. By combining technology with data, you can deliver results and stay ahead of the customer.



Implementing measurable processes

Data drives B2B customer engagement. Without measurable processes and performance indicators, companies cannot evaluate their marketing and sales efforts or decide where to invest their resources. That's why measureable processes are essential for B2B companies to optimise customer engagement and grow sustainably.

Data-driven companies

are 23 times more likely to acquire customers, 6 times more likely to retain them, and 19 times more likely to be profitable ([McKinsey](#))

To help companies identify the most important processes to measure and automate, here is a table outlining some common sales and marketing processes along with relevant KPIs:

Process	Description	Key Performance Indicators	Priority score*
Lead qualification	Determining which leads are most likely to become customers based on predefined criteria	<ul style="list-style-type: none"> Lead-to-Marketing Qualified Lead (MQL) conversion rate MQL-to-Sales Qualified Lead (SQL) conversion rate Lead scoring accuracy 	High
Quote generation	Preparing detailed, accurate price quotes for potential deals	<ul style="list-style-type: none"> Average time to generate a quote Quote approval rate Quote-to-close ratio 	High
Order processing	Entering and fulfilling customer orders for products	<ul style="list-style-type: none"> Average order processing time Order accuracy rate On-time shipping rate 	Medium
Lead generation	Attracting new leads through marketing campaigns, events, referrals, etc.	<ul style="list-style-type: none"> Number of new leads generated Lead source breakdown Cost per lead 	Medium
Technical support	Providing post-sales technical assistance to customers	<ul style="list-style-type: none"> Number of support cases handled Average resolution time Customer satisfaction score 	Medium
Technical pre-sales	Providing technical expertise and solution guidance to help qualify opportunities and design appropriate systems	<ul style="list-style-type: none"> Number of technical pre-sales engagements Technical pre-sales influenced pipeline Pre-sales engineer utilization rate 	Medium
Contract management	Executing and managing customer contracts and agreements	<ul style="list-style-type: none"> Average contract value Time to signature Renewal rate 	Low
Proof of concept (POC)	Deploying solutions in a customer environment for testing and evaluation prior to purchase commitment	<ul style="list-style-type: none"> Number of POCs delivered POC-to-purchase conversion rate Average POC duration 	Low
Installation & commissioning	Installing, configuring, and verifying systems are properly deployed at the customer site	<ul style="list-style-type: none"> Number of installations completed First-time installation success rate Average installation duration 	Low
Service contract renewals	Renewing recurring service and maintenance contracts	<ul style="list-style-type: none"> Service contract renewal rate Service contract revenue Attach rate of service contracts to product sales 	Low

*Priority score is determined by ROI potential, ease of implementation, and CX impact.

By tracking these KPIs for core processes, you can see how you're performing, identify areas for improvement, and measure the impact of initiatives like automation. For example, you might automate quote gen or order processing tasks that are manual and time-consuming. The time and efficiency savings can then be measured through the KPIs.

Of course, the specific processes and KPIs will vary depending on the company, business model, go-to-market strategy, and maturity level. But start with the processes that impact customer experience and revenue growth the most. Over time, you can apply your learning to expand the KPIs and automation to other processes.



The power of personalization

Many companies are drowning in customer data. Demographics, purchase history, website interactions, social media activity – the list goes on. The key to personalization is to **make sense of it all to inform strategy and decision-making**.



Using customer data effectively

For example, a hardware company could recommend specific hose attachments to a customer who has previously bought a pressure washer. This level of personalization improves the customer experience and opens up cross-sell opportunities and more revenue.

First, we need to understand the types of customer data you have.

Demographic data is basic information like age, gender, job title, and industry. This helps companies create buyer personas and segment their audience based on common characteristics. For a hardware company, this could be professional contractors and DIY enthusiasts, and marketing messages could be tailored to each.

Behavioral data provides insight into how customers interact with your website,

emails, and other touchpoints. This data can reveal patterns and preferences to inform personalized content and product recommendations. For example, if a customer is browsing power tools for woodworking, they can recommend relevant accessories or even personalized project guides.

Transactional data is another goldmine. By looking at purchase history, you can identify cross-sell and upsell opportunities, predict future behavior, and personalize offers based on previous purchases. A hardware company could use this to recommend replacement parts for a previously purchased tool or a higher-end model based on the customer's purchase history.

Finally, **engagement data**—social media interactions and customer support requests—can give you insight into customer sentiment, preferences, and pain points.

To use this data B2B companies need to follow best practices for data collection and management. This starts with data accuracy and completeness. Companies need to break down data silos and have a single view of the customer across all touchpoints. This means integrating data from multiple systems and sources into one platform, a **Customer Data Platform (CDP)** or **Customer Relationship Management (CRM)** system.

Organizations that leverage customer data outperform their peers by

85 % in sales growth

(McKinsey)

Personalization challenges

- **Privacy concerns.** Collecting and using customer data for personalization must be done ethically and transparently, respecting data privacy regulations and customer expectations.
- **Over-personalization.** Bombarding customers with overly personalized messages or recommendations can feel intrusive and creepy. Finding the right balance is key.
- **Lack of segmentation.** Treating all customers the same, even with personalized elements, can be ineffective. Segmenting your audience based on shared characteristics and needs is crucial.
- **Omnichannel personalization.** Another important point is the personalized approach across multiple channels. This is extremely challenging from a technical perspective.

Once you have your customer data collected and organized, the real work begins. To inform strategy and decision-making, you need to analyze the data to uncover insights and patterns. This requires a combination of human expertise and advanced analytics tools like machine learning algorithms that can identify correlations and predict future behavior. By using these insights, you can create targeted marketing campaigns, personalize product offerings, and optimize the customer journey for maximum engagement and conversion.

For example, a manufacturing company could use customer data to personalize the configuration process for complex products. By analyzing past purchase data and website interactions, they could recommend relevant features and options based on each customer's unique needs and preferences. This not only speeds up the buying process but also shows the company understands and is committed to meeting the customer's specific requirements. A hardware company could use data to create industry-specific content marketing campaigns. By segmenting their audience by industry (e.g., construction, manufacturing, agriculture), they can deliver highly relevant content

that speaks to the unique challenges and interests of each group. This could be blog posts, ebooks, webinars, and even personalized email campaigns.

JustRelate's Customer Engagement Cloud helps companies use their customer data. With data management and analytics capabilities, JustRelate **allows businesses to create a single view of the customer across all touchpoints** – website interactions, email engagement, sales conversations, and support requests. By putting customer data in one place, companies can get to know each buyer individually.



Tailoring experiences across channels

B2B buyers want personalized experiences across every touchpoint. Whether they're browsing a website, opening an email, or speaking with a sales rep, they want to feel heard and valued at every stage of their journey.

But tailoring across channels is easier said than done. Many companies struggle to create a seamless customer journey

because of siloed systems, fragmented data, and lack of coordination between marketing, sales, and service teams. This leads to disjointed, generic experiences that don't meet the high expectations of today's buyers.

To overcome these challenges, companies should prioritize consistency as well as personalization across every channel. This starts with understanding each buyer's unique needs, preferences, and behaviors and using that insight to tailor every interaction. Whether a customer is browsing a website, reading an email, or speaking with a sales rep, the experience should feel relevant, timely, and valuable.

One of the most important channels for personalization is **the website**. As the primary digital touchpoint for many B2B companies, the website is often the first impression a buyer has of a brand. By using customer data and behavioral insights, companies can personalize the website experience in many ways – from dynamic content and product recommendations to targeted offers and personalized messaging. For example, a software company could use a visitor's browsing history and demographic data to recommend relevant products and features or even offer a personalized free trial based on their specific needs.

Email is another key channel for personalization. Despite the rise of social media and other digital channels, email is one of the most effective ways to engage B2B buyers. By using customer data and marketing automation, companies can deliver highly targeted, personalized emails that speak directly to each buyer's unique interests and pain points. Companies could use a customer's purchase history and website interactions to send personalized product recommendations, industry-specific content, or even targeted discounts and promotions.

Sales interactions are perhaps the most important channel for personalization. After all, the sales process is where the rubber

meets the road – where relationships are built, trust is established, and deals are won or lost. By giving sales teams the right data and insights, companies can enable them to have more relevant, personalized conversations with each buyer. A salesperson could use a prospect's website activity and engagement history to tailor their pitch and address specific pain points. Or they could use a customer's purchase history and feedback to identify cross-selling and upselling opportunities and offer personalized solutions.

One key benefit of using JustRelate's CX Cloud is its ability to **create a single customer view**. By combining data from multiple touchpoints—website visits, email interactions, and sales conversations –companies can get a more complete picture of each buyer's unique needs and





56 %

of B2B buyers expect
offers to be personalized
([Salesforce](#))

53 %

of marketers say that email has been the most effective channel for early-stage generation ([Forrester](#))

preferences. This means they can deliver more relevant, personalized experiences at every stage of the customer journey.

For example, with Create's Suite **web application building and email design capabilities**, businesses can create cross-channel experiences that adapt to each user's specific interests and behavior. Similarly, Engage's Suite tools for customer relationship management, marketing automation, and service management allow companies to engage with customers

and prospects in a more targeted and personalized way, whether in-person or through digital channels like social media and messaging.

Of course, implementing a customer engagement platform is not a silver bullet. It requires a strategic approach, a commitment to data-driven decision-making, and a willingness to continuously optimize and refine the customer experience. However, for B2B companies that want to deliver personalized, consistent experiences across every channel, a platform like JustRelate's CX Cloud can be a powerful enabler.

Ultimately, the key to success in today's multi-channel world is to **put the customer at the center of everything you do**. By using the right tools, companies can create personalized, meaningful experiences.



Automation and AI: More efficiency and insight

With the pressure to generate leads, close deals, and drive revenue, companies can't afford to waste time on manual, repetitive tasks. That's where automation comes in. By automating key workflows and processes, businesses can free up their teams to focus on higher-value activities like building relationships and closing deals.



Automating workflows

One of the biggest areas for automation in B2B marketing and sales is **lead scoring**. With the amount of data generated by modern marketing campaigns, it can be hard for sales teams to prioritize and focus on the most promising opportunities. By using automated lead scoring, companies can quickly and accurately assess the quality and readiness of each lead based on demographic information, website behavior, and engagement history. So, sales teams can focus their time and energy on the leads that are most likely to convert rather than chasing dead ends.

Another area for automation is **email marketing**. Despite the rise of newer channels like social media and chatbots, email is still one of the best ways to reach and engage B2B buyers. However, manually creating and sending emails is a time-consuming and error-prone process, especially when dealing with large, complex campaigns. By using automated email marketing tools, companies can streamline the creation, testing, and delivery of emails so the right message gets to the right person at the right time.

Content delivery is another area where automation can make a big impact. In today's content-driven world, B2B buyers expect a constant stream of relevant,

valuable content at every stage of the buying journey. Nevertheless, the production and distribution of that content is a significant obstacle, particularly for smaller marketing teams. With automated content management and delivery systems, companies can get the right content to the right audience at the right time without manual intervention. Content such as blog posts, whitepapers, product demonstrations, and case studies are examples of this.



Automation challenges

- **Privacy concerns.** Collecting and using customer data for personalization must be done ethically and transparently, respecting data privacy regulations and customer expectations.
- **Over-personalization.** Bombarding customers with overly personalized messages or recommendations can feel intrusive and inappropriate. Finding the right balance is key.
- **Use of AI.** Training AI systems demands significant time and resources. There's also a risk of AI making incorrect decisions. Companies need to decide where and how to implement AI.
- **Job displacement.** While automation can create new opportunities, it can also lead to job displacement in certain roles, requiring companies to address workforce retraining and reskilling.

And finally automation can help with **quote generation**. In many B2B sales scenarios generating accurate customised quotes is a time consuming and complex process that involves input from multiple teams and systems. By using automated quote generation tools companies can create professional accurate quotes in seconds based on pre defined rules and criteria. This saves time and reduces the risk of errors and inconsistencies making the sales process more efficient and reliable.

The **benefits of automation in marketing and sales** are:

- You save time and effort by automating manual tasks so your teams can focus on building relationships and closing deals.
- You speed up and improve your marketing and sales processes, reducing errors and overall customer interaction quality.
- You scale your marketing and sales faster and reach more customers and prospects without adding more headcount or resources.
- You get consistency and reliability in customer experiences, so every interaction is relevant, timely, and valuable.
- You get deeper customer behavior and preference insights from automated systems to inform your strategies and decisions.
- You increase the productivity of your marketing and sales teams so they can do more in less time and with fewer resources.
- You save costs on manual processes like data entry, lead qualification, and content creation, freeing up the budget for more strategic initiatives.
- You can align and improve the collaboration between your marketing and sales teams.

Of course, automating B2B marketing and sales isn't without its challenges. It requires a big investment in technology and a willingness to change existing processes and workflows. There may be concerns about the impact on jobs and roles within the business, particularly in sales and customer service. But when done right with the help of experts, automation can actually make human teams more valuable and effective by allowing them to focus on the higher level, more strategic stuff.



AI-driven decision making

In addition to automating workflows and processes, AI is playing a bigger role in B2B marketing and sales, especially in decision making and customer communication in some scenarios. By using machine learning, natural language processing and other AI technologies, companies can get more insight into customer behavior and preferences and make better decisions.

A key application of AI in customer engagement is **content creation and optimization**. With so much content being created and consumed daily, it's hard for B2B marketers to get noticed and reach their target audience. By using AI-powered tools and platforms, companies can streamline the content creation process and make sure every piece of content is relevant.

For example, an AI-powered content management system might analyze a company's existing content library and **identify gaps or opportunities for improvement**. It could then suggest new topics or formats to explore based on search trends, social media conversations, and competitor activity.

As new content is created, the AI system could also provide guidance on optimizing titles, descriptions, and other metadata to get maximum visibility and engagement.

Beyond content, AI can also play a big role in **optimizing the overall customer experience**. By analyzing customer behavior and feedback across multiple channels and touchpoints, AI algorithms can identify areas for improvement and suggest targeted optimizations to get better results. This could include tweaking website layouts and navigation to adjusting email frequency and content based on individual preferences and behaviour.

Also AI is being used to communicate with customers in certain scenarios. **Conversational AI** like chatbots and virtual assistants can handle routine questions, provide product information and even assist with basic sales processes. These AI powered communication tools can work 24/7 and provide instant answers to customer questions and improve overall customer satisfaction. Therefore, companies can get more personal and efficient with their customers by using AI for decision making and customer communication.



Driving growth – from lead generation to conversion

Generic, one-size-fits-all approaches to outreach just don't cut it anymore. Buyers are expecting personalized, relevant interactions at every stage of the sales process, and companies that don't tailor their outreach to individual needs and preferences will be left behind.



Personalized sales outreach

One of the best ways to personalize sales outreach is account-based selling (ABS). Unlike traditional lead-based approaches, ABS treats each target account as a market of one, understanding their unique needs, challenges, and goals to create highly customized outreach.

To succeed with ABS, start by carefully identifying and prioritizing your most valuable target accounts based on factors like **company size, industry, revenue potential, and strategic fit**. Once you've selected your target accounts, dive deep into researching and mapping out the key stakeholders, including their roles, responsibilities, and decision-making authority. Tools like LinkedIn Sales Navigator and ZoomInfo can be helpful.

With this understanding of each target account you can then create personalized outreach strategies for each key stakeholder. One of the most effective tactics is **personalized demos and presentations**. By tailoring your product demonstrations to the specific use cases of each account you can create a more engaging and persuasive experience. Case in point: Docusign increased their close rate by 22% by doing personalized demos.

While ABS doesn't apply directly to B2C, personalization remains crucial. B2C companies aim to personalize at scale, using data and technology to tailor messages to individual consumers. This can involve **segmenting customers, using behavioral targeting, and creating dynamic content**. A prime example is Netflix, whose recommendation engine suggests shows based on viewing history and drives about 80% of content streamed on the platform

Both B2B and B2B2C businesses can greatly increase the effectiveness of their sales outreach by using these personalising techniques, so raising conversion rates and customer satisfaction.

87 %

of marketers that measure ROI say that ABS outperforms other marketing investments
([ITSMA](#))

Personalized outreach challenges

- **Scalability downsides.** Highly personalized outreach can be time-consuming and resource-intensive, making it difficult to scale for companies with large target audiences.
- **Data accuracy issues.** Inaccurate or outdated data can derail personalization efforts, leading to irrelevant or even offensive outreach.
- **Privacy concerns.** Using personal information for outreach without proper consent can damage trust and harm your brand reputation.



Nurturing leads with targeted content

One way to do this is to segment your lead database by industry, company size, role, and buying stage and then create content streams for each segment. For example, a prospect who has just downloaded a top-of-funnel eBook on industry trends should get very different follow-up content than a prospect who has engaged with a product demo and is about to buy.

To create content that resonates, you need to deeply understand your target audience through a combination of quantitative and qualitative research. Analyze data on content engagement and conversion rates to see which topics and formats are working at each stage of the funnel. Conduct interviews and surveys with actual prospects and customers to get deeper insights into their needs, preferences, and decision-making processes.

With this insight, you can create a content strategy that addresses the unique needs and interests of your target segments. This strategy could include educational blog posts and eBooks, thought leadership webinars and podcasts, case studies and testimonials, and more.

The key is to deliver real value and insight, not just promote your own products and services.

Of course, even the best content will fail if it doesn't reach the right audience at the right time. That's where JustRelate's Engage Suite comes in. With robust marketing automation and customer relationship management capabilities companies can deliver the right content to the right leads at the right time.



After-sales excellence: Retention through service

It doesn't end when the customer signs on the dotted line. In fact, that's just the start.

At its heart, after-sales service is about **building and maintaining strong, long-term customer relationships**. It's about showing them you really care about their success and being there for them every step of the way. When done right, after-sales service can be a major differentiator, helping you stand out in a crowded market and build a customer base that keeps returning for more.

One company that excels in after-sales service is [LUTZ Aufzüge](#), a leading German manufacturer of elevators and ship lifts with over 90 years of experience. With a complex portfolio spanning planning, production, assembly, modernization, repair, and sales of elevator systems, LUTZ Aufzüge needed a comprehensive solution to streamline its after-sales operations and deliver exceptional customer service.



To tackle this challenge, LUTZ Aufzüge partnered with JustRelate to **implement a fully integrated CRM system** that digitally transformed its marketing, sales, and customer service departments. The system empowered LUTZ Aufzüge to:

- **Efficiently manage the entire sales process**, from quotation to order tracking, impressing clients with quality and speed;
- **Optimize resource planning and scheduling** for its service back office and field service teams
- **Equip field technicians with mobile access** to appointment details and enable paperless reporting
- **Monitor key data** and generate valuable analyses for continuous improvement

The results speak for themselves. By leveraging CX Cloud to digitize and integrate its after-sales processes, LUTZ Aufzüge has **enhanced efficiency, transparency, and customer-centricity across the organization**. This has enabled them to deliver responsive, high-quality service that keeps customers returning.

Increasing customer retention rates by **just 5%** can boost profits by

25 % to 95 %

([Harvard Business Review](#))

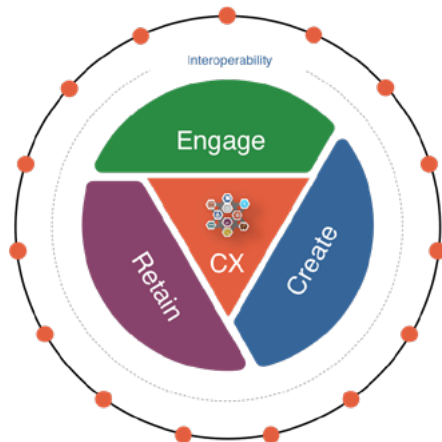
LUTZ Aufzüge's success story highlights the power of putting customer retention and loyalty at the heart of your after-sales strategy. By investing in the right tools and processes to support your service teams, you can build strong, enduring customer relationships that drive long-term business success. That's where **solutions like JustRelate's CX Cloud come in**, empowering you to deliver the exceptional after-sales experiences that set you apart from the competition.



Conclusion

We've seen that the customer engagement landscape is changing big time. Driven by digital innovation, changing customer expectations, and more competition, companies across industries are being forced to rethink sales and marketing..

So, if you're ready to take your customer engagement to the next level, [we invite you to try JustRelate CX Cloud for yourself](#). With powerful tools, proven results, and a team of experts to support you every step of the way, JustRelate is the partner you need to win in the world of customer engagement.



The JustRelate Advantage

Used in
50+
Countries

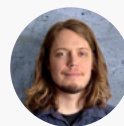
170+
Employees

30+
Years of Innovation

- More than 170 highly qualified experts
- Deep understanding of marketing, sales and service
- Pioneers of the internet and web
- 650+ active enterprise customers
- 100k+ active users
- State-of-the-art technology
- Innovative full-service stack
- Agile project realization
- Based in the heart of Europe, used worldwide
- 30+ years of experience

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