SPEAKING TOPIC

The Customer Growth Engine

Federal and macroeconomic change causes ripples every year, and impact is hard to predict. We need planful, predictable growth that relies less on expensive, unlikely new customers.

Predictability requires a customer focus. They are cheaper to retain and sell to, more likely to buy, and more profitable. The right customer experience creates planful growth that minimizes acquisition costs, maximizes lifetime value, and boosts profitability and enterprise valuation.

WHAT AUDIENCES LEARN

- Learn why customers are a massive growth engine that drives valuation and profitability
- Know the top 4 symptoms of a problematic CX and how to measure yours
- Learn the framework to get customers to stay longer, buy more, and refer more
- Get assessments to do immediately that will raise your customer awareness

BIO

Joseph, Founder and CEO of RetentionCX, started his career as a chemical engineer, then spent a decade as a Director in medical device development at a Fortune 500 company, a world where nothing moves forward until the outcome is known, because getting it wrong isn't an option. He's spent the last 20+ years in senior post-sale leadership, with full revenue retention ownership across 5 high-growth companies. His experience crosses venture capital, private equity, and bootstrapping. He notably built a customer experience from scratch that led to a 10X exit. His gift is boosting revenue retention, and his passion is guiding founders and CEOs toward predictable and profitable growth.

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IDEAL AUDIENCES

- CEOs, Founders, Owners, CX Leaders
- Software or services companies
- Pre-seed to $500 million-plus
- Any industry with deep customer relationships

> "Woven has a 98% customer retention rate over 5+ years, and in 2022 we grew existing customer revenue by 30%. You don't get results like that without the type of structure and playbook that Joseph brings to the table.
>
> MATT GOEBEL, CEO, WOVEN

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