



# Revenue Retention Services

## Drive Renewals and Increase Revenue

In today's business environment, full customer lifecycle management requires more than just recruiting partners and making new sales. But it can be challenging to stay connected with your channel teams and have full insight into what's happening with your incentives, leads and overall pipeline. That's where Shyft Global Services comes in. Our dedicated team lives and breathes channel management. We do the work that helps you finally realize all your untapped revenue. It's time to stop leaving opportunities — and money — on the table.

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## Capture Every Opportunity™

Each customer engagement represents a valuable opportunity for ongoing engagement, traction and revenue retention. Your Shyft account management team is there from the first contact all the way through reengagement. We help you capture additional revenue in several ways, including:

- ▶ Improved customer retention
- ▶ Churn reduction
- ▶ Renewal management for increased customer lifetime value
- ▶ Enhanced forecasting for more accurate trend predictions
- ▶ Strategic upselling and cross-selling
- ▶ Streamlined customer renewal cycles

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## Experience the Shyft Difference

You probably put most of your focus on your high-value accounts, and rightly so, especially if you have limited resources. With Shyft, all your hardware and software accounts are expertly maintained, and every customer is nurtured by our highly skilled teams, offering you the fullest possible opportunity for revenue. Our suite of services includes:

- ▶ Customer engagement throughout the entire lifecycle
- ▶ Analytics to provide insights on the metrics that matter most
- ▶ Optimized contract renewals to maximize customer retention and lifetime value
- ▶ Simplification of your operations through the single-source consolidation of multiple sales channels

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## Unlock More Revenue for Your Business

You know there's more revenue out there — and your Shyft team can help you find it. We offer your partners and customers value-added services to grow your pipeline and build an ecosystem of loyal brand advocates. Our capabilities include:



**Renewals Management:** You have data on upcoming contract expirations, and we put it into action, engaging with your customers to make sure your revenue stays where it belongs.



**Software License Compliance:** Shyft makes it easy to avoid license discrepancies and misuse. We proactively identify renewal opportunities to protect both your customers and your revenue stream.



**Upsell and Cross-Sell:** We anticipate and capitalize on opportunities to reach more deeply into each customer account. Then, we follow up with sales campaigns to help you capture the revenue you've been missing.

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## About Shyft Global Services

Shyft Global Services is a leading technology lifecycle service provider that partners with companies around the world to shift the way they do business. Powered by a robust global logistics network, team of outsourcing experts and decades of experience, Shyft's end-to-end product and customer lifecycle services enable technology companies to reinvest in growth, transformation and innovation.

**Ready to shift your business forward?**

To learn more, visit: [shyftservices.com](https://shyftservices.com)

