

# CIOReview Interviews Vikas Sharan, CEO of Regalix Inc.

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/EINPresswire.com/ -- Vikas Sharan, CEO of [Regalix](#) Inc., was recently interviewed by CIOReview, a technology magazine that keeps abreast of the latest disruptions and sheds light on the business environment of the future.

In the interview, Mr. Sharan spoke of the value of focusing on a customer's journey with a product or a service, and the importance of viewing the sales process as a continuous one that involves not only acquiring customers, but also nurturing them and delivering value to encourage a long-term relationship that results in repeat business. This falls in line with findings in Regalix's recent research report, 'State of Customer Success 2018', which states that acquiring a new customer is considerably more expensive than retaining an existing one and that increasing the customer retention rate drives up profits.

He believes that there's room for innovation in an organization's business model itself, and places emphasis on the three facets of a business that must be combined to realize this: ["The only way to innovate with the business model is to leverage technology](#), people and processes to produce tangible business outcomes," he says.

Mr. Sharan's business philosophies certainly are working, as Regalix has worked and continues to work with technology giants and frontrunners like Google, VMware and NetApp, just to name a few.

## About Regalix Inc.

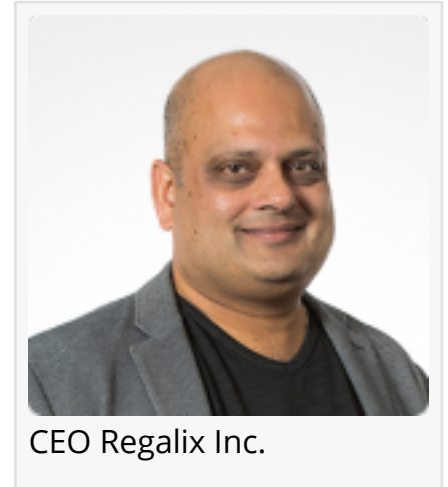
Regalix is a Customer Acquisition and Customer Success company that re-imagines digital experiences across hi-tech, ad-tech, and retail domains. The company has partnered with some of the largest global B2B organizations in their efforts at customer acquisition, growth and retention. Regalix works with businesses, supporting their customers through the entire journey, to deliver reliable products and services in today's subscription-based economy.

Regalix has a long history of creating award-winning ventures with enterprises through co-innovation and idea-driven frameworks that inspire companies to think different. Headquartered in the Silicon Valley—Mountain View, California—Regalix has offices in Europe and Asia.

## About CIOReview

CIOReview is a technology magazine that seeks to keep organizations informed and prepared in the ever-changing business landscape of today, while serving as a platform for entrepreneurs to share their innovations with peers. The organization also offers enterprise solutions targeted at the businesses of tomorrow.

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