

Unleashing Usage-Based Pricing to Drive Growth, Customer Satisfaction and Retention: The Why's, How's and Roadmap

BluLogix Partners with MGI Research to uncover the hidden power of usage-based pricing to boost revenue, deliver customer value, and stay competitive

UNITED STATES, July 11, 2023

/EINPresswire.com/ -- As companies

strive to boost revenue, deliver customer value, and stay competitive, they are increasingly embracing the potential of [usage-based pricing](#). However, despite the growing recognition of its benefits, there is a lack of comprehensive guidance on the practical steps to launch, expand, and scale these intricate pricing models.

“

Customers, product leaders and investors are clamoring for options for pricing products and services - from usage-based to tiered to hybrid - but getting from conception to revenue can be a challenge.”

*Youssef Yaghmour, CEO
BluLogix*



BluLogix, Your Monetization Platform, Your Way

BluLogix presents a complimentary webinar with Igor Stenmark and Andrew Dailey of [MGI Research](#) designed to help companies looking to operationalize usage-based pricing strategies increase customer satisfaction and retention, and overall growth, including practical steps to scaling consumption pricing models.

Join industry leaders, BluLogix's CEO Youssef Yaghmour and MGI Research's Igor Stenmark and Andrew Dailey as they share insights into not only the benefits of usage-based pricing but also how to build a roadmap for

implementing [complex subscription management and billing](#) – including usage-based billing technology, data require to be integrated and the automations and workflows needed to scale.

This webinar covers critical concepts to help organizations understand how to

- Harness complex pricing to boost Product-Led Growth (PLG) and customer satisfaction while reducing churn.
- Use their billing platform to integrate data, manage the licensing and provisioning process, mediate and rate usage, and automate the workflow to plug revenue leaks.
- Map out an implementation roadmap, including the prerequisites and tools needed to create a

robust usage billing capability.

- Integrate with external systems, including widely used CRM and ERP platforms to synchronize data and align reports and dashboards across the monetization ecosystem.

Date and Time: Wednesday, July 19th,
2:00 PM - 2:45 PM EST

Inga Broerman
BluLogix
+1 571-461-0814

[email us here](#)

Visit us on social media:

[Twitter](#)

[LinkedIn](#)

BluIQ™ is a configurable platform that bridges the gaps between your CRM, ERP and related business processes. Create a seamless monetization process and convert any product into an as-a-Service offering.

By automating complex recurring billing, subscription management, quote-to-cash and revenue analytics, BluIQ enables companies to quickly scale, unlock new revenue opportunities and monetize new innovations quickly, across any combination of subscriptions

This press release can be viewed online at: <https://www.einpresswire.com/article/643954100>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.