

Drive ongoing value and optimization for your business with strategy, support, training and access to our full software suite. Axia by Faye™ bundles Faye’s capabilities and tools into one quarterly or annual subscription. Axia is a revolutionary approach to ensuring your software gets better with age—like a fine wine.

Build for scale

You are unique. Selecting the right software is just the beginning. Success is found in a clear strategy, consistent execution and software expertise. Axia includes ongoing strategy and planning to grow with you.

Compound value with adoption

Great user adoption is pivotal for software to perform at its best. Axia’s training, ongoing support, Q&A, programs and adoption initiatives are protection against failure. When CRM, CX, or marketing software implementation fizzles, it’s because they are treated as done. Continual adoption and utilization efforts are needed to keep your tools tuned up and singing.

Evergreen and future proof

You will change and evolve. Your business is not a snapshot in time but a fluid and growing organism –and those changes impact the way you structure teams and use software. Axia enables your software to adjust and evolve with you, so it doesn’t get left behind.

STRATEGY

PLANNING

CONFIGURATION

TRAINING

USER ADOPTION

OPTIMIZATION

DEVELOPMENT

FAYE SOFTWARE



For sales, marketing, support, and technology departments, implementing and maximizing software effectively can be the difference between ROI or not. Axia by Faye™ bundles our capabilities and tools into one quarterly or annual subscription, empowering your team with continual improvement and cost predictability.

	COPPER	SILVER	GOLD	PLATINUM
Customer Success				
Dedicated account manager	✓	✓	✓	✓
Axia Academy access	✓	✓	✓	✓
Dedicated training office hours	✓	✓	✓	✓
New release advisory	✓	✓	✓	✓
Quarterly business reviews	✗	✓	✓	✓
User Adoption Tool Add-on				
Utilization monitor add-on package	✓	✓	✓	✓
Sales history dashlet	✓	✓	✓	✓
Splash add-on	✗	✓	✓	✓
Dedicated user adoption coach	✓	✓	✓	✓
Productivity Tool Add-on				
Axia tools	✓	✓	✓	✓
Slack integration add-on	✓	✓	✓	✓
Zoom integration add-on	✓	✓	✓	✓
Sugar Mobile e	✗	✓	✓	✓
Professional Services & Support				
Support, training, admin advisory, development	✓	✓	✓	✓
Hours included	Up to 40 hours per year	Up to 80 hours per year	Up to 160 hours per year	Up to 440 hours per year
Service level	Priority 2 day response	High Priority same day response	Premium + 4 hour response	Premium ++ 2 hour response
Communication channels	Email	Email	Email, phone, slack	Email, phone, slack
Monthly insights email	✓	✓	✓	✓
Cost Savings				
Software discounts	✗	✗	✓	✓
Billing rate discounts	✓	✓	✓	✓

Axia Tools include the following add-on packages

- Advanced Trackers
- Country/State Dropdowns Tool
- Consolidated Activity Reports
- Web Form Integrator
- Calculated Fields Recalculator
- Timeline Activities (Activity Stream)
- Address Validator (Google)
- Fuzzy Search
- Login As
- 'Pretty URL' Links

Terms and Conditions apply

