



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 into one annual subscription. Axia is a revolutionary approach to ensuring your software gets better with age—like a fine wine.

Book a meeting today →



✓ 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, programmes 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

▲ Software Discount