

Winning customers in Southeast Asia



Learn how companies such as Sprinklr, Nansen and Quincus have found success in the region by localising their SaaS services to better address the needs of different markets in the region.

Start

01 Enter strategic long-term partnerships

Gain new customers' trust by mobilising established local stakeholders and system integrator clients

Did you know?

Customers in Southeast Asia may be more conservative in adopting new solutions, so operating on trust and familiarity is crucial

Work with local experts who know the country's regulatory landscape well

Tap Singapore's vibrant ecosystem to gain access to markets and regional stakeholders

Tip

Adjust for varying economic maturity across SEA countries with a multi-faceted client engagement approach

02 Prove your service's unique worth to new customer markets

Localise solutions to match user needs across different SEA markets

Tip

Join government initiatives like the **Executive-In-Residence Programme** and the **IMDA Accreditation Programme**

Did you know?

Digital identity verification provider **ADVANCE.AI** creates extra value by streamlining downstream experiences and developing new tools for clients' existing platforms.

Build distinctive layers of value to your service, aligning it with SEA's rapid digital transformation

Did you know?

As digitalisation is relatively new for SEA, some clients who are accustomed to legacy practices will require more comprehensive engagement journeys

Tip

Explain how your product's offerings will benefit and uplift communities as a whole

03 Engage your customers, and meet them where they are

Acquisition Stage
Organise intensive market education to raise local awareness levels

Did you know?

Acquisition Stage
Utilise highly visible advertising campaigns to foster word-of-mouth recognition

Acquisition Stage
Walk the C-Suite through your service step-by-step and create proofs of concept to demonstrate your solutions' effectiveness

Retention Stage
Conduct surveys regularly to understand local customer satisfaction levels

Win Customers

Tip

Follow up with clarifications about key messages using communication tools specific to each market e.g. WhatsApp, LINE etc.

Engage in local business practices and practise proper etiquette

Did you know?

Bahasa is spoken and written differently across Indonesia, Malaysia and Singapore

Tip

Avoid generic messaging, and use country-specific storytelling language

04 Embrace different cultural nuances across SEA

Adapt client messaging to each country's cultural and linguistic practices

Download our **Enterprise SaaS in Southeast Asia: Actionable Insights for Customer Acquisition and Retention Guide**.