Introduce Helpful Tips to Drive Customer Success

Chances are, you have competitors offering similar products similar to yours. To build and retain loyal customers, you need to differentiate. One way you can do that is by offering relevant tips and tricks to ensure customers get the most out of your application.

Category	Customer Success	Vertical	Technology
Topic	Differentiate your app by offering relevant tips and tricks to ensure customers get the most out of your application	ID #	238

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Example

A customer logs into your application for the first time and is taken through an onboarding process. The customer follows the suggested actions to get set up, but then starts exploring the application. When he selects "Profile," he is presented with a message that says, "Adding a profile for all your employees increases adoption of your application."

DATADD

PROFILE   ORDERS   SCHEDULE   GALLERY   SUPPORT   SEARCH

Profile

Tip Time ✕
Adding a profile for all your employees increases adoption of your application

Profile setup

Name	Michael
Birthday	11/7/1967
E-mail	m.stones@info.com
Country	USA

Revenue | Sales / day | Sales / region
Market share | More Reports >

$ 50.000
$ 40.000
$ 30.000
$ 20.000
$ 10.000
$ 0

He logs out of the application and then comes back a week later to adds a new user profile. He then sees a motivating message – "You are on the path to greatness - More profiles leads to More Success."

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You are on the path to greatness. More profiles lead to more success…

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Segment

The segments would be set up as inclusive and exclusive when it comes to the messages that have been seen. For example, show message 3 to anyone who has seen Campaign 2, but has not seen Campaign 3 (unless they have dismissed message 1 or 2).

Measure

This is a long term play, but we could measure how many people who saw the message do see the second message, showing that they are on the right path.

Setup

This would be a series of messages taking the customer through a journey on the site. There would be a series of segments which, based on whether the customer has seen the first message, would present the second message if they return within a specific time frame.