

# 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.

<b>Category</b>	Customer Success	<b>Vertical</b>	Technology
<b>Topic</b>	Differentiate your app by offering relevant tips and tricks to ensure customers get the most out of your application	<b>ID #</b>	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."

The screenshot shows the DATADD application interface. At the top, there are navigation tabs: PROFILE, ORDERS, SCHEDULE, GALLERY, and SUPPORT. A search bar is on the right. The main content area is divided into three sections: Profile, Profile setup, and Revenue. The Profile section shows a user profile picture and a 'Tip Time' message box with the text: "Adding a profile for all your employees increases adoption of your application". The Profile setup section contains form fields for Name (Michael), Birthday (11/7/1967), E-mail (m.stones@info.com), and Country (USA). The Revenue section features a bar chart showing sales data over time, with a y-axis ranging from \$0 to \$50,000. The chart has two data series: one in orange and one in grey.

He logs out of the application and then comes back a week later to add a new user profile. He then sees a motivating message – "You are on the path to greatness. More profiles lead to more success."

This screenshot is identical to the one above, showing the DATADD application interface. The 'Tip Time' message box now displays the text: "You are on the path to greatness. More profiles lead to more success...". The rest of the interface, including the profile setup form and the revenue chart, remains the same.

## 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).

**Show Campaign 3**

Viewed campaign **Campaign 2** at least once AND Did not view campaign **Campaign 3** at least once

AND

Did not dismiss campaign **Campaign 2** at least once OR Did not dismiss campaign **Campaign 1** at least once

Users (0) Trends Engagement Compare Setup

Segment Name:

AND OR												
⌵	Campaigns	Campaign Stat C...	User	did	view	Campaign 2	any experience	specific experience	at least	1	time	✕
AND	Campaigns	Campaign Stat C...	User	did not	view	Campaign 3	any experience	specific experience	at least	1	time	✕
NEW RULE												
AND OR												
⌵	Campaigns	Campaign Stat C...	User	did not	dismiss	Campaign 2	any experience	specific experience	at least	1	time	✕
OR	Campaigns	Campaign Stat C...	User	did not	dismiss	Campaign 1	any experience	specific experience	at least	1	time	✕
NEW RULE												

## 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.