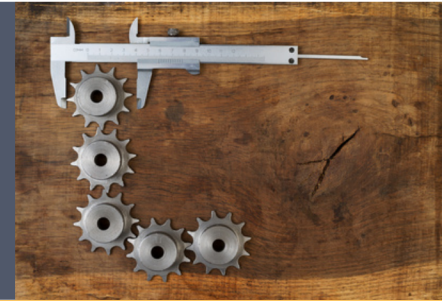


CASE STUDY

Product Telemetry Strategy



AT A GLANCE

Challenges

- Low internal awareness, visibility, comprehension and adoption of existing usage data and stories
- Disconnected customer identifiers (e.g., Account Id vs. Tenancy Id) and usage types (e.g., config setup, live results, e-learning)
- Complex customer usage data points required interpretation and abstraction
- Lack of visibility by execs of the most critical customer trends and usage success stories

Benefits

- Holistic view of all customer usage with segmentation options
- Simplified metrics, visuals and dashboards
- Easy access to critical value-driving usage metrics and trends

OBJECTIVES

A mid-size customer engagement SaaS company had been gathering and sharing internally dashboards of customer product usage, but the data tended to be complex and required deeper analysis and interpretation resulting in low engagement and adoption.

They sought to streamline and distill the usage data into the most important, value-based storytelling metrics revealing critical aspects of customers' product engagement that would be easy for everyone across the organization to recognize, understand and act upon.

There was also an opportunity to connect the usage data-points into key trending benchmarks and customer value stories which further helped fuel partnership, sales and customer conversations while tracking customer maturity and adoption over time.

SOLUTION

I examined all available product usage metrics and constructed a purposeful, non-technical visual data relationship model showing cross-departmental interdependencies and opportunities to include additional future data points.

I then identified the most important value-driving product usage features and expanded the data model with custom measures that streamlined and simplified more complex metrics into scores that could be benchmarked and compared over time.

Lastly, I created thematic BI dashboards and value visualizations easily filtered by customers or segments and enabled the various departments on access and usage.

BENEFITS

Holistic View

Example: Customer Success, Sales and Product aligned on customer usage, value stories, use case expansion and segment trends, guiding initial onboarding expectations and future quarterly and annual reviews and planning.

Simplified Metrics & Visuals

Dashboard onboarding time was greatly reduced with access and usage increasing in short order. Visuals were readily incorporated into key conversations and presentations including at the exec level to outward audiences.

Customer-value Orientation

The inclusion of scores to convey more complex metrics enabled a consistent and comparative view of the key usage activities that led to the most customer value without the need to understand the metric or its calculation.