**pendo**

# Business Case for Pendo

**Business owner:**

**Submitted by:**

## What is Pendo?

Pendo is an all-in-one product experience platform that helps businesses **reduce costs, grow revenue more efficiently, optimize productivity, and increase retention.** Companies use Pendo to:

▶ Increase software adoption, resulting in higher usage of key features and user retention

▶ Improve productivity, resulting in decreased operational costs, reduced support strain, and faster time-to-value for customers

▶ Drive expansion, increase trial conversions, and grow revenue efficiently— in-app and at scale

## Why Pendo?

Pendo brings your product's analytics, in-app guides, and feedback into one place.

**The only all-in-one platform**
Create digital experiences that users love with an integrated suite of tools for your products.
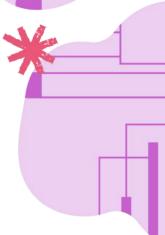
**Easy setup, fast results**
Democratize product data and empower your whole organization with solutions anyone can use.

**Comprehensive data**
Leverage qualitative and quantitative insights to understand how your users feel and behave.
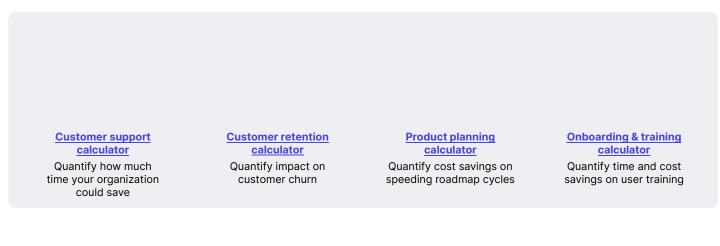
# How can Pendo help

Fill in this section with examples of how Pendo will support your business initiatives. Use our Buyer's Guide as a reference and include examples that are tied to business objectives and target outcomes.

| Business outcome | What pain or challenge are you experiencing? | How would you quantify the impact of that challenge? | What industry benchmarks can we shoot for? | Potential business impact |
|---|---|---|---|---|
| | | | | |
| | | | | |
| | | | | |

# Self-service ROI

Pendo has a few pre-built financial models to show potential ROI. Check them out:

**Customer support calculator**
Quantify how much time your organization could save

**Customer retention calculator**
Quantify impact on customer churn

**Product planning calculator**
Quantify cost savings on speeding roadmap cycles

**Onboarding & training calculator**
Quantify time and cost savings on user training

# Cost of doing nothing vs. using Pendo

Fill in this section with details on the potential loss, challenges, or ongoing expenses if your business does not move forward with Pendo. The table below is pre-formatted to help guide you.

| | Do nothing | Hire FTEs | Purchase Pendo |
|---|---|---|---|
| | | | |
| | | | |
| | | | |
| Expense | | | |
| Return | | | |
| ROI | | | |

# Additional resources

**Pendo Customer Support ROI Calculator** | **Pendo Customer Retention Calculator** | **Pendo Finance Team ROI**

**How I Pendo — Customer Stories** | **Why Pendo** | **Pendo Competitor Comparisons**

pendo