pendo

Why you need product experience software in the era of efficiency

Today, nearly every company—no matter its size or industry—is focused on reducing costs, staying nimble during uncertain times, and growing *efficiently*. Companies still need to hit ambitious goals, but do so without increasing their spend, or even by spending less.

While removing tools from your tech stack is an easy short-term cost saver, there's one type of software that can actually *help* you operate more efficiently.

Product experience software combines product analytics, in-app communication, and feedback management capabilities into a single platform. These tools allow businesses to better understand user behavior, communicate and drive the right behaviors by guiding users directly in-app, and collect actionable feedback to fuel retention and product innovation.

Wondering if this investment is right for your business? **Here are five ways product experience software can help you drive efficiency:**

1. Consolidate disparate tools into one

Instead of purchasing separate tools for product analytics, in-app communication, and feedback management, the best product experience solutions offer these capabilities in a single platform. This not only helps you optimize your software spend, but also reduces the number of tools you'll need to implement or build, maintain, and train your team on.

2. Prioritize developer hours

Product experience solutions give teams across the company access to product usage data, eliminating the reliance on engineers to pull this data. Similarly, teams like product, marketing, and customer success can create no-code in-app messages and walkthroughs instead of requesting manual engineering updates. This helps teams move faster and reserves developer time for the highest-impact work.

📊 3. Make data-informed decisions

When you have easy access to product analytics, you can prioritize product improvements based on what users actually use—and value—the most. You can also leverage product usage data to identify users and customers with low adoption, and quickly take action on that data using targeted in-app messages to educate and drive users to and through key workflows.

💬 4. Use the product to deliver support and onboarding

In-app communication methods such as tooltips, guides, and walkthroughs allow you to leverage your product itself to administer support and new user onboarding at scale. This lessens the need for human intervention, and frees up customer success and support teams to spend more time nurturing customer relationships.

↗️ 5. Automate your marketing and growth tactics

Efficient growth starts with your product, and product experience software can help you do more with less. Use in-app guides to reach prospects and customers directly, while they're already engaged with your product. You can target messages to users of your free product to nurture them down the conversion path, or even automate upsell and cross-sell messages based on users' actions in the product.

Need to build a case to get budget for product experience software?

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Our guide to buying product experience software is here to help.

Ready to get started with product experience software?

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Get a customized demo of Pendo to see what's possible.