pendo

The inefficiency report

10 ways you're wasting time and money, and how your product can help

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INTRODUCTION

The path to efficiency is paved by product teams

In our current economic climate, business leaders are being forced to make difficult decisions about where they spend their time and money. Gone are the days of “growth at any cost.” Now they must question every dollar and minute spent to ensure they’re maximizing their organization’s impact without incurring additional overhead or wasting precious resources.

In trying times like these, it’s more important than ever for companies to prioritize productivity, trim excess waste, keep the customers they already have, and make sure internal teams are focused on the right—ideally revenue-generating—things. In other words, **they need to learn to operate more efficiently.**

The good news? Most businesses already have what they need to make it through and outlast these difficult circumstances. And some will even emerge faster, different, better—new winners in a changed world. They’re the companies who are looking inward: Using their products to do more with less, focus on the work that really moves the needle, and unlock efficiencies that will allow them to keep growing even while they’re lean. Their secret weapon?

THEIR PRODUCTS

We asked 100+ product and business technology leaders where they were experiencing inefficiency throughout their businesses, and how they sought solutions within their products. We wanted to understand not just where they saw opportunities to reduce waste, but how they used their products to save costs, scale sustainably, and ready their companies to weather tough economic conditions—with a firm foundation to help them bounce back stronger than ever.

We found that most companies struggle with the following **10 key areas of inefficiency**. Do any of them sound familiar to you?

1. **You can't handle the volume of support calls and tickets**
   Manually triaging every question—resulting in countless hours of wasted time and people resources

2. **You struggle to onboard new customers or employees at scale**
   Wasting time and energy on user set up and routine processes that could be automated and scaled

3. **You waste time trying to decipher user needs and behaviors**
   Lacking data-driven usage and behavioral insights—slowing innovation and causing low adoption

4. **You experience high and unpredictable rates of customer and employee churn**
   Reactively addressing risks and challenges—resulting in customer or employee dissatisfaction

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   Missing the data you need to ruthlessly prioritize your roadmap and focus your resources

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   Relying on external channels to engage with users—leaving them frustrated and undereducated

7. **You're overly reliant on sales to drive growth and expansion**
   Wasting your sales and marketing teams' time and talent on routine prospecting and lead-warming

8. **You have no cohesive way to manage and act on user feedback**
   Lacking a single, unified source of truth for feedback—making it impossible to act on at scale

9. **You struggle to demonstrate value and drive adoption**
   Missing contextual, in-app guidance—leaving users unaware of or unsure how to use key features

10. **You have no strategy for migrating users to new tools and ways of working**
    Lacking a cohesive change management and digital transformation strategy—leading to low adoption

Let's take a closer look at how these inefficiencies manifest in experience and operational gaps throughout the business, and explore how product and business technology leaders—**like you**—can help overcome them by supercharging your products with a product experience and digital adoption solution like Pendo.

INEFFICIENCY #1

You can’t handle the volume of support calls and tickets

Manually triaging every question—resulting in countless hours of wasted time and people resources

The traditional way of doing support requires companies to staff large support or IT teams and manually triage tickets as they come in. And while some of these cases ultimately do call for human intervention, a large number of the queries submitted through support calls and chats—for example, questions about customer or employee onboarding, account set-up, bugs, and product and feature FAQs—can actually be addressed by bringing the right resources and communications directly inside your app.

By using your product to proactively address common customer and user questions, you can reduce the workload on the support team and help the business save valuable time and effort—while helping customers self-serve the answers they need, right when they need them. On average, companies that lean on their products to augment their support motions see a **15% reduction in support tickets and calls**—though many companies, like LabCorp, NAVEX Global, and StrongMind, see even greater returns.

The same principle applies for internal teams managing workplace software. By building automated help centers and support into your workplace software using digital adoption solutions, you can free your IT team from needing to spend precious time and resources on common (and easily solvable) support requests from employees.

What does inefficient support look like?

- High volume of repetitive requests and support tickets or calls from employees or customers—many of which can easily be answered without human intervention
- High number of cases per support or IT representative, with a long time to resolution
- No in-app help resources or documentation

- Inability to communicate with users directly inside the product (e.g. outages, bugs, or other emerging or urgent situations), resulting in an influx of related calls and tickets

How to reduce support costs and make more efficient use of support resources

Leverage a **product analytics** tool like Pendo Analytics to identify common friction points within the product, and create in-app guides and tooltips to proactively educate users in these areas. For internal workplace software, leverage analytics via a digital adoption solution like Pendo Adopt to deliver similar support to your employees.

Use **in-app messaging** through Pendo In-app Guides to support users at scale—freeing up your team to spend more time focusing on high-severity or high-impact cases, and less time on routine enablement or onboarding questions. In-app guides should also be used to notify users of timely announcements or actions you need them to take.

Create a **Resource Center** through Pendo In-app Guides to give users an always-available place to self-serve helpful resources, training materials, product or app updates, and more. Using the Resource Center as a primary channel through which users can contact support (or IT, for internal teams) also ensures any requests received are as contextual as possible, and reduces calls and tickets by encouraging users to self-serve before contacting support or IT.

INEFFICIENCY #2

You struggle to onboard new customers or employees at scale

Wasting time and energy on user set up and routine processes that could be automated and scaled

Onboarding can be an overwhelming process for any new customer, user, or employee. But it's also incredibly time and energy-consuming for the teams responsible for delivering it. Historically, the work of getting new users set up and ramped up in a product has fallen on the shoulders of enablement, IT, or customer success teams. But this basic training—often delivered 1:1 or in-person—is easily forgotten after the fact because it doesn't happen within the context of the tool itself. This manual method of onboarding also puts a huge budgetary burden on the business, as headcount and additional resources must continually be added to support a growing roster of customers or users.

Leveraging the product to drive onboarding alleviates the load on enablement teams by using in-app messages to guide users through account set-up and basic training. It also allows you to deliver a more personalized experience—ultimately improving long-term knowledge retention and adoption. Plus, by allowing users to self-serve, they can get onboarded much faster than they could if they had to wait for your company's next training or onboarding cycle. On average, companies that use their products in this way see a **27% reduction in onboarding time**—with companies like Firefly, Essity, and Looker successfully ramping up thousands of new users practically overnight.

The same applies for IT teams and employee onboarding. Using a digital adoption solution, you can deploy in-app guidance that's customized based on user metadata (e.g. an employee's role, location, tenure within the company, etc.) or behavior (e.g. whether it's their first time using an app) to make sure the support and enablement you're delivering is as timely, contextual, and relevant as possible.

What does inefficient onboarding look like?

- Significant budget spent on creating physical or digital enablement resources (e.g. manuals and third-party training videos) and delivering 1:1 training

- Users lack familiarity and comfort using the product, even after they've received training

- Inability to revisit resources after initial onboarding, requiring users to contact support for help
- Reduced organizational productivity due to slow user ramp time

How to reduce onboarding costs and onboard users more efficiently

Use **in-app messages** and a **Resource Center** through Pendo In-app Guides to onboard users at scale, without increasing headcount. Use these guides to help users self-serve account set-up and to instruct them on key workflows and features within the product so they can start leveraging them as quickly as possible.

Use a **product analytics** tool like Pendo Analytics to understand user workflows and build tailored in-app onboarding that helps users achieve their unique goals, at scale.

INEFFICIENCY #3

You waste time trying to decipher user needs and behaviors

Lacking data-driven usage and behavioral insights—slowing innovation and causing low adoption

As a product or IT leader, there's nothing worse than pouring all your time, effort, and resources into a product or feature—only for it to go unused due a lack of awareness, enablement, or poor product-market fit. Traditionally, product and feature adoption has relied on fostering strong customer and employee advocates who champion the software and encourage others to try it. While social selling, advocacy, and word of mouth still contribute heavily to a product's virality and draw, with the right tools, product and IT teams can encourage and influence adoption from the inside, too.

By using your products to understand user needs and behaviors—and communicating in-app to demonstrate value and encourage ideal behaviors—you can actively bolster product and feature adoption. This strategy becomes even more powerful when you work in tandem with other teams like marketing or customer success. They can similarly leverage the product to deliver ongoing, relevant education to users by encouraging them to leverage the full functionality of the product—all while cutting down on operational costs and overhead.

Particularly in an economic slowdown, helping users take full advantage of the tools your company has already invested in helps you do more with less, reduces spending waste, and ultimately improves customer (and employee) trust and retention. On average, companies that use their products in this way see a **28% increase in total active users**—with many (like ShippingEasy, Restaurant365, and BEE) achieving even higher returns.

What does inefficient adoption look like?

- Low feature awareness, utilization, and workflow completion—which continue to decline in the weeks and months post-launch
- Diminished ROI on internal-facing apps due to lack of employee adoption and usage
- Significant resources spent on user re-engagement and re-marketing campaigns

- Wasted product and engineering budget and resources on un- or under-utilized features

How to increase adoption and get users to value more quickly and efficiently

Before you build or buy software, use a **product analytics** tool like Pendo Analytics to understand how users are leveraging your existing products—so you know exactly where to focus your development and user enablement efforts. Pay attention to the jobs your customers or employees are trying to get done, the features they use most, and their typical usage flows.

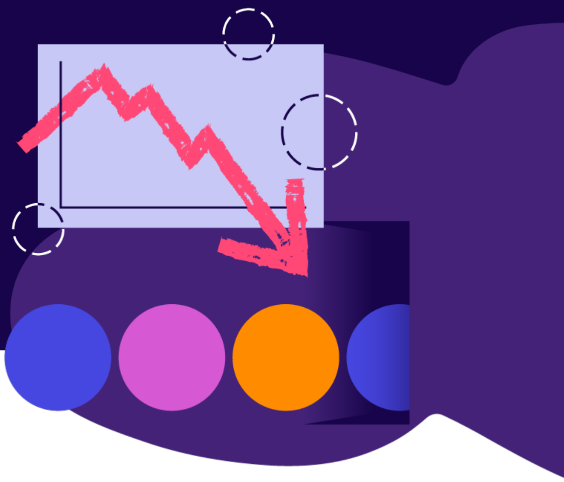
Use **product analytics** to measure the efficacy of your **onboarding** programs, and continually adjust and iterate as needed to get users to value as quickly and efficiently as possible.

Use targeted **in-app messages** through Pendo In-app Guides to deliver personalized instruction and increase product proficiency.

For internal software, use **portfolio analytics** through a digital adoption solution like Pendo Adopt to understand how users are engaging with tools across your stack and ensure usage is consistent with your IT vision.

INEFFICIENCY #4

You experience high and unpredictable rates of churn



Reactively addressing risks and challenges—resulting in customer or employee dissatisfaction

Now more than ever, it's critical to prioritize keeping the customers you already have. As companies have become more cost-averse, it's become harder for businesses across industries to source and close new deals. And with the proliferation of subscription services, it's become easier for customers to move to new vendors with relative ease. It's also much more resource-intensive to acquire new customers than it is to retain existing ones—resulting in excess spend across the business.

The same is true for internal teams, too. In a tight labor market ravaged by the effects of an economic downturn (plus the continuation of the Great Resignation), companies must prioritize retaining their existing talent to stave off prohibitive hiring and onboarding costs. Particularly in an economic downturn, it's in every leader's best interests to make customer and employee retention a primary focus—to preserve predictable revenue streams and build loyalty that will (hopefully) yield more fruitful opportunities when budgets aren't so tight.

By using your products to identify the early warning signs of customer or employee churn, you can proactively intervene as needed and focus your efforts on empowering existing users to get the most value possible from their investments. On average, companies that lean on their products to achieve these ends see a **5% reduction in customer churn** and a 15% increase in net revenue retention—though teams like HackerRank, Jungle Scout, and SmartRecruiters have achieved even higher retention rates.

What does inefficient user health and retention look like?

- Inability to proactively identify at-risk customer or employee usage or behaviors (e.g. reduction in active users, low feature engagement, and stagnant account growth) at scale
- High rates of customer churn and employee attrition, resulting in unpredictable recurring revenue
- Significant budgetary and time expenditures on new customer acquisition
- Poor company reputation

How to reduce customer churn and retain users more efficiently

Leverage a **product analytics** tool like Pendo Analytics to proactively identify at-risk users or accounts (e.g. users who are failing to complete critical work-flows or accounts with sudden drops in usage). Dig into the data to understand where they're struggling, work with their customer success manager (CSM) to get the full context or get in touch, and use in-app guidance to help get them back on track.

Use **in-app surveys, net promoter score (NPS)** questionnaires, and **feedback** collection modules through a tool like Pendo Feedback to keep a pulse on customer or employee happiness and sentiment, at scale.

Reduce spend on awareness or expansion motions by communicating with prospects or customers inside the product. Use **in-app guides** through Pendo In-app Guides to show users how to leverage underutilized or new features that could help them achieve their goals.

Use **in-app guides** to empower teams throughout the business—including product, IT, marketing, and customer success—to regularly check in or gauge the sentiment of customers or employees, without adding additional overhead or requiring engineering support.

INEFFICIENCY #5

You spin your wheels on what to build next

Missing the data you need to ruthlessly prioritize your roadmap and focus your resources

One of the greatest sources of waste for businesses producing software is the inefficient use of development resources. Without data to understand exactly what customers and users want and need, product managers and engineers end up wasting money, time, and effort building what they *think* stakeholders want, rather than what they *know* they need. This lack of insight also makes it impossible for these teams to prioritize their roadmaps and release plans—leading them to focus on requests from the loudest stakeholders in the room, and not necessarily working on the most impactful initiatives for the business.

The same is true for internal IT teams. Without insight into employee usage and sentiment, IT leaders have a hard time identifying what's working (and what's not), making it tricky to prioritize future IT projects and spend. Are certain apps in the portfolio going underused? Are they duplicative of others? Would IT resources best be spent on other resources? Too often, these and other questions go unanswered without clear insights into employee wants and needs.

By leveraging your product, you can eliminate wasteful practices, prioritize engineering time, and make your development efforts more targeted and data-driven. Product data is also critical for understanding which products or features are underutilized or aren't adding value—so you can assess their true business value and make informed sunset or deprecation decisions. This prevents your engineers from wasting resources supporting unused areas of the product, and frees them up to focus on higher-value initiatives. On average, companies that leverage their products for these ends—like WebPT, Glooko, and Filevine—spend **30% less time on roadmapping activities, feedback collection**, and **measuring ROI.**

What does inefficient product development and roadmapping look like?

- No visibility into product usage or feedback to inform development priorities, and no methodology for prioritizing the product or IT roadmap
- Significant time and resources wasted supporting products or features with low utilization

- Pattern of deploying features with low rates of adoption
- No cohesive feedback strategy or single source of truth for product feedback data

How to eliminate engineering waste and build products more efficiently

Continually collect and analyze **user feedback** through a tool like Pendo Feedback to track user sentiment, gather stakeholder requests, help plan the product or IT roadmap, and alleviate IT and development thrash.

Use a product experience or digital adoption solution like Pendo Engage or Pendo Adopt that allows you to correlate quantitative **product analytics** with qualitative **feedback—**to spot trends and add context to your roadmapping and prioritization initiatives.

Leverage a data-driven **roadmapping** tool like Pendo Roadmap to align internal teams around product or IT priorities and ruthlessly prioritize engineering time and focus.

Democratize access to product usage data with a no-code **product analytics** tool like Pendo Analytics, without the need for additional developer support.

INEFFICIENCY #6

You're confusing your users with out-of-context communication

Relying on external channels to engage with users—leaving them frustrated and undereducated

Traditionally, product managers rely on marketing, customer success, or sales teams to communicate important product updates and announcements to users. Similarly, internal IT teams must often lean on the learning and development department to oversee employee enablement. But even with this cross-functional collaboration, these communications typically fall on deaf ears—lost in crowded inboxes or going unheeded because they lack relevance and immediacy outside the product or workplace tool.

Particularly in a down-market, leveraging your product as a primary channel through which to communicate with customers and employees is a powerful way to cut through the noise and directly engage with users—without taking time and resources away from other teams. Communicating with users in-app ensures the messages you share are as top-of-mind and relevant as possible, and thus more likely to incite action. This strategy also helps teams across the business deliver personalized outreach at scale, thanks to metadata or behavior-based segmentation and targeting. Companies like Procore, Northwoods, and Calabrio have seen incredible results—including increased product engagement, reduced support tickets, and higher user satisfaction—by bringing communications in-app.

What does inefficient user communication look like?

- Heavy reliance on external channels (e.g. email) and other teams to communicate with users
- Low user engagement with external product-related communications, and low completion rate of desired user actions
- Inability to personalize scaled communications
- Heavy reliance on engineering teams to deploy in-app messages and updates

How to communicate with users more efficiently and effectively

Use a no-code **in-app messaging** tool like Pendo In-app Guides that allows you to communicate with users directly within the product, without waiting for the next release cycle.

Use **metadata** and **segmentation** to personalize your **in-app guides** so you can tailor your messaging and only target the users you need to reach. This helps prevent unaffected users from becoming frustrated if your message isn't relevant to them.

INEFFICIENCY #7

You’re overly reliant on sales to drive growth and expansion

Wasting your sales and marketing teams’ time and talent on routine prospecting and lead-warming

Selling enterprise software isn’t typically a short, straightforward process. According to some estimates, enterprise sales cycles can last anywhere between 6 and 18 months—with a heavy reliance on human-led efforts. More than ever, companies need ways to reduce friction in the sales process to generate warmer leaders, close deals more efficiently, and empower prospects to experience the value of the product for themselves. By using the product to do the heavy lifting of generating leads and demonstrating functionality, product and IT teams can make better use of their limited resources and reallocate the time of their most prolific sellers towards the highest-value opportunities.

Allowing prospects to experience your product before talking to a seller—through strategies like self-guided tours, freemium plans, and free trials—enables you to capture product-qualified leads (PQLs). PQLs are more likely to convert to paying customers because they’ve already built familiarity with the product and experienced its value firsthand. By leveraging product analytics and in-app guides, sellers and customer success managers can also automate upsell, cross-sell, or expansion motions based on user triggers—allowing them to expand their reach without sacrificing personalization. On average, companies that use their products in this way **generate 30% more qualified leads**—with companies like Insightly, Boomi, and Citrix seeing huge returns from free trial and freemium conversions.

What does inefficient growth and expansion look like?

- Slow sales cycles with many 1:1 touchpoints
- The only way for prospects to see or experience the product is to talk to a seller—causing latency in the sales cycle, and even discouraging them from reaching out
- Sellers spend a substantial amount of time delivering initial, basic demos to prospects, which could be self-served
- Lack of visibility into behavioral patterns and feature usage for free trial or freemium users results in difficulties tailoring cross-sell and upsell motions

How to generate high-value leads and grow or expand accounts efficiently

Use product-led tactics like **self-guided tours**, **free trials**, and **freemium** plans to allow prospects to explore the product's core functionality and experience its value for themselves.

Use a **product analytics** tool like Pendo Analytics to track customer and prospect behaviors, and an **in-app messaging solution** like Pendo In-app Guides to suggest additional functionality or premium offerings that align with those areas of interest. Automate upsell and cross-sell in-app messages based on user actions and triggers to drive sales with less effort.

Use **in-app guides** to nurture free users (or those who have toured the product) into well-qualified PQLs with a higher likelihood of closing.

INEFFICIENCY #8

You have no cohesive way to manage and act on user feedback

Lacking a single, unified source of truth for feedback—making it impossible to act on at scale

No matter how large or small your company is, managing feedback at scale can be tricky. In particular, product and IT teams need to be able to quantify the business impact of product decisions and understand the full context of customer or employee requests to ensure they're focused on solving the right problems. When feedback is spread across multiple sources, it's also impossible for product and IT teams to get the full picture of the customer or employee experience—leaving them to make assumptions about what's working or where to focus next.

Disjointed feedback spread across a number of tools and teams is also extremely inefficient. It causes product and IT teams to waste copious amounts of time manually synthesizing the data to identify themes—creating latency downstream in roadmapping and product development conversations.

By using the product as a vehicle for collecting feedback, you can seamlessly gather requests from users as they're immersed in the product—resulting in higher quality and more relevant insights. This also greatly increases the likelihood that users will actually share their thoughts, since they don't need to visit an external site or navigate away from what they're doing. With the right feedback tool, you can even automate the process of closing the loop with users who submit requests—reducing the load on customer or employee-facing teams like customer success or IT. On average, companies that use their products to solicit feedback **collect product data 30% faster** than their peers, with organizations like Filevine, PetDesk, and Credly reaping even greater rewards.

What does inefficient feedback management look like?

- No cohesive and ongoing voice of the customer (VoC) or employee feedback program with centralized management and ownership, resulting in feedback sprawl
- Heavy spend on many different survey and feedback-gathering tools and platforms throughout the business
- Product decisions are typically made on gut-feel, with no foresight into potential business impact

- Heavy reliance on other teams—like marketing, customer success, or research—to field requests for feedback and close the loop with customers or employees

How to solicit, synthesize, and act on feedback more efficiently

Leverage a product experience or digital adoption tool like Pendo Engage or Pendo Adopt that allows you to **correlate quantitative analytics and qualitative feedback** at the user and account level. This is invaluable for understanding potential business impact, identifying enablement gaps, and spotting themes amongst similar cohorts of users.

Use **in-app guides** through Pendo In-app Guides to field bespoke surveys or direct users to the feedback submission portal within your product, and give users an always-on place to submit feedback within your product's **Resource Center.**

Close the loop with a tool like Pendo Feedback, which allows you to automate in-app and external communications to keep users updated on the status of their requests.

Democratize feedback data throughout the company so all teams can operate from a shared source of truth.

INEFFICIENCY #9

You struggle to demonstrate value and drive adoption

Missing contextual, in-app guidance—leaving users unaware of or unsure how to use key features

As products and features evolve—and as customer and employee needs change—companies need to deliver relevant and ongoing guidance to help users get the most value possible from their software. Historically, this training has fallen on the shoulders of enablement, IT, or customer success teams, and has required a wealth of resources to produce and deliver. But this kind of enablement (delivered outside the product) is often quickly forgotten because it lacks context. Plus, it requires customers or employees to set aside dedicated time for training, which pulls them away from the important work they should be doing and results in operational waste.

By using your product as a vehicle to deliver scaled enablement programs, you can ease the burden on training and development teams by guiding users to ideal behaviors directly within your product or app. This also results in less waste (e.g. digital or printed materials and dedicated training time) and helps users get up to speed more quickly—ultimately improving adoption and retention. Using analytics to inform your in-app enablement strategy also helps improve long-term proficiency by ensuring the entire learning experience is as relevant to each user cohort as possible, based on their unique needs and jobs to be done. Companies that use their products to educate and guide their users (like Elsevier, TouchBistro, and Mimecast) see a marked improvement in user performance and adoption—without the need for additional engineering resources or dedicated instructional time.

What does inefficient user enablement look like?

- Heavy reliance on engineering and enablement teams to deliver instructional in-app messages to customers or employees
- Significant monetary and time expended to create physical or digital enablement resources
- Low adoption of critical product features
- Inability to personalize training, at scale

How to accelerate time to value and train more users, more efficiently

Use a **product analytics** tool like Pendo Analytics to understand existing user workflows, identify opportunities to inform desired behaviors, and segment or target in-app guides for specific user cohorts.

Use **in-app messages** and tooltips through Pendo In-app Guides to increase information retention, educate users on key product features they're likely to benefit from (based on their usage analytics), and demonstrate how to complete complex workflows with walkthroughs or embedded tutorials.

Set up an always-available **Resource Center** where users can access all relevant training materials at their convenience.

INEFFICIENCY #10

You have no strategy for migrating users to new tools or ways of working

Lacking a cohesive change management and digital transformation strategy—leading to low adoption

The task of migrating customers and employees to new platforms—or enabling them on new processes—often falls on the shoulders of change management and digital transformation leaders. But product and IT teams also have a critical role to play in empowering users through times of change and helping them confidently acclimate to new ways of working. They can use product analytics to understand the way users are engaging with new tools or workflows (so they can adjust their training motions), and in-app guides to nudge them towards ideal behaviors and workflows.

In-app messaging is the best and most direct way to inform users of product migrations or workflow changes. You can use in-app guides in your old product or platform to inform users of the upcoming sunset or migration (or to proactively answer frequently asked questions), and in your new product or platform to educate and onboard those users at scale. Delivering these communications in-app also improves the delivery rate of your message and ensures that no one is caught off-guard when the change happens. Companies like Symantec, Q2, and IHS Markit have seen great success migrating users from legacy to new versions of their products by leveraging strategies like these.

What does inefficient technology or process migration look like?

- No visibility into user behavior makes it impossible for product and IT teams to validate sunsetting features, migrating products, or changing processes
- Lack of insight into account or user behavior leaves teams unable to proactively support customers or employees who are struggling to migrate to new product versions or tools
- Users are caught off-guard when the migration or change happens because they didn't see the associated communications in their inbox, intranet, or other external communication channel
- Poor adoption of key features or low completion rates for key workflows post-migration

How to alleviate platform migration pains and bring users along more efficiently

- Leverage a **product analytics** tool like Pendo Analytics to make decisions about which areas of the product or process should be built, improved, or retired based on usage trends.
- Use **paths** and **funnels** to understand the user journey and identify opportunities for improvement.
- Gather **feedback** within the new product using Pendo Feedback to understand what's working well or what needs to be improved.
- **Communicate in-app** using Pendo In-app Guides to gauge customer and employee sentiment pre- and post-migration, onboard users, demonstrate key workflows, and provide ongoing support.

Pendo helps companies like yours operate more efficiently—so you can outlast any downturn

Pendo Analytics provides powerful insight into user behavior across web and mobile. Easy to learn and use, Pendo Analytics empowers any team to access, explore, and analyze product data so that they can make the best product decisions, together. With Pendo Analytics, teams can turn data into insight, and insight into action—that improves their users' product experience and drives product engagement.
Learn more about Pendo Analytics →

Pendo In-app Guides give you the power to reach your customers right where it matters most: in your product. Out of the box user onboarding, product walkthroughs, and in-app support make it simple to create a better in-app experience and drive the most value for users. With no code in-app guides, product, support, and marketing teams can seamlessly deliver a personalized, data-driven experience to their users.
Learn more about Pendo In-app Guides →

Pendo Feedback lets you centralize and take action on product feedback at scale. Easily collect product feedback in-app and prioritize it based on product area, tag, votes, customer revenue, and more. With Pendo Feedback, you can keep your teams and customers aligned with graphical roadmaps and automatic updates as feedback requests change status.
Learn more about Pendo Feedback →

Pendo Adopt unlocks employee productivity through better digital workplace experiences. Large organizations use Pendo Adopt to drive value out of their largest IT investments in employee-facing applications. With user-behavior analytics, they can make better decisions—and no-code guides allow them to adapt to change quickly. Pendo Adopt enables organizations to mature their digital workplace strategy, technology, and processes to achieve greater productivity and an improved employee experience.
Learn more about Pendo Adopt →

Request a custom demo to see how your product (and the team behind it) can help you take control of your business and outlast whatever challenge comes next. **Get your demo →**

Pendo helps teams of all sizes put their product at the center of their business so they can create the best customer experiences possible. With Pendo's complete product adoption platform, you can combine retroactive usage analytics, in-app messaging, and feedback tools to better understand, guide, and close the loop with your users. And it all works at scale–no coding necessary. Pendo customers include the world's leading software companies and digital enterprises, including Verizon, Morgan Stanley, LabCorp, OpenTable, Okta, Salesforce, and Zendesk.

Learn more: www.pendo.io