CUSTOMER SUCCESS + PRODUCT MANAGEMENT: ONE PLATFORM TO SUPPORT CUSTOMER GROWTH

Your customer success and product teams can be a force of customer growth if they are well-aligned. But in reality, for most companies, this isn't the case.

In fact, one of the most overlooked aspects in the implementation and adoption of a customer growth tool is buy-in from the product team. Customer growth practices impact the entire customer journey, and the best way to ensure success is through collaboration with your product team to help them to see as much value from the platform as you do. With a Customer Growth Platform in particular, there is value for both sides of the aisle that can drive significant improvements to alignment between departments.

A great way to facilitate that alignment is by providing both teams with a tool they can use in tandem that helps them work toward a common goal. Your product team is likely moving across many different tools throughout the day, so asking them to add one more to their routine is a big task. Here are a few ways a Customer Growth Platform can help them, and in many cases, replace and improve tools they may already have in place:

Receive actionable user data
Discover what users are doing (or not doing) in your product to help the product team prioritize sprints, direct development resources, and tailor the roadmap.

Get relevant feedback
Get product insights into feature usage and adoption metrics by account to uncover the impact of enhancement requests and the value of your stickiest features.

Create a single source of truth between teams
Fully-automated customer feedback and user tracking means customer success teams have data to backup requests and support tickets to product - no more relying on word-of mouth.

Help your CS team (and your company) improve the bottom line
A informed and engaged product team that is well-aligned with customer success is a direct line to lower churn, higher Average Revenue Per User (ARPU), and increased Customer Lifetime Value (CLTV).

Drive product usage the way it was intended
Allow both product and success to easily deploy in-app messages like tooltips and guided tours to ensure users find value and adopt your product successfully.

Respond to user actions and feedback in real-time
Quickly view or be alerted to specific user actions taken within the product and respond to issues in real-time with targeted engagements.

UserIQ's simple tracking code and visual event naming make it easy to use for both technical and non-technical users. It also enables digestible, actionable data to be shared across departments to ensure each team has the information they need to do their jobs effectively.

> *Implementing UserIQ has helped CollectorDash better understand our users and how they use our site. As a result, we have been able to successfully drive customers towards a broader adoption of many of our features by utilizing the on-site messaging and targeted engagement that UserIQ provides.*
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> **Bryce Jones, President | CollectorDASH**