

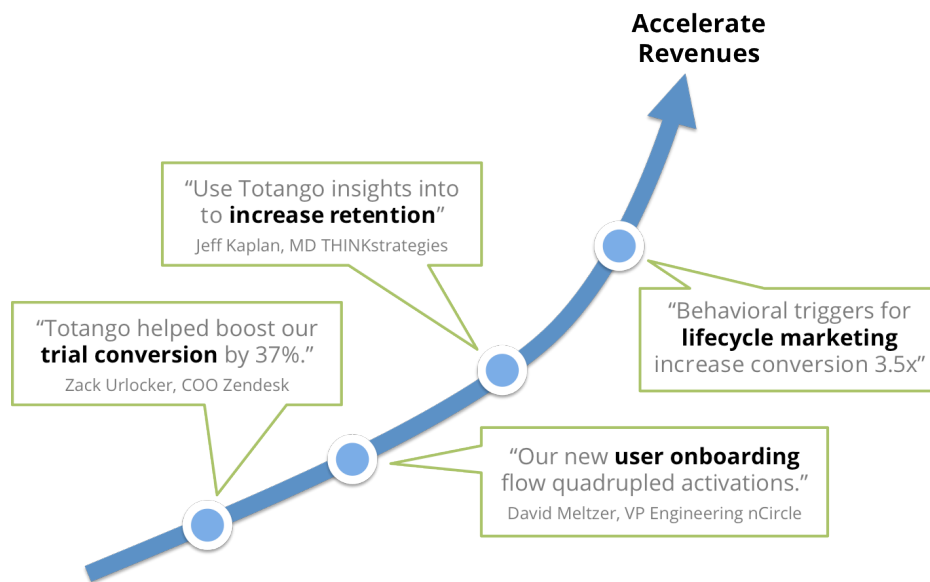
TOTANGO

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Customer Success: Winning In The Customer Era

Do you want the best way to communicate value to your users? The approach to winning in the Customer Era is to focus on customer success. To succeed in this new low touch, experience-driven purchasing landscape, online businesses and software providers need to pay attention to customer usage and experience - the number one predictors of adoption, conversion and loyalty.

Totango provides a customer success management solution for your business to maximize customer revenues and lifetime value. Our closed-loop platform offers real time user activity monitoring and analytics, live segmentation, customer health alerts and built-in dashboards and integrations so you can take the right action with the right customer at the right time.



360° Approach On Customer Success

Empower your customer-facing teams with real time visibility into user lifecycle activities and progression to identify users at risk of churn and maximize on opportunities. Help your product teams gain a unique insight into actual usage and experiences to improve product and service quality using Totango's detailed segmentation analyses.

Marketing

Convert more free users and ignite lifecycle marketing

Sales

Customer intelligence to close more deals faster

Customer Success

Monitor customer health and boost retention rates

Product Team

Continuously improve features to drive usage

TOTANGO

Customer actions speak louder than words

Customer actions are almost perfectly correlated to propensity to buy or cancel. Successful users are engaged users. In order to accelerate revenues, follow this simple 3-step process:



LISTEN

Collect all usage and digital interaction signals of customers in one place



UNDERSTAND

Build dynamic segments of customers based on usage behavior



ENGAGE

Engage the right customer at the right time with a personalized message

Key Features

- **Real-time activity stream:** monitor all user actions and correlate with other user attributes
- **Customer engagement database:** aggregate all customer intelligence in one place
- **Account profile page:** get a complete user activity history by account
- **Engagement score:** calculate relative engagement as compared to your best customers
- **Dashboards and alerts:** weekly cohort reports, lifecycle and health dashboards and alerts
- **Dynamic customer segments:** segment based on user activities, engagement scores
- **In application messaging:** engage your users while they are using your application
- **Integration:** automate engagement using external e-mail and CRM

Used by the best SaaS companies

clarizen

pipedrive

conductor

zendesk

CloudBees

freeagent

nCircle

Why Totango?

Totango pioneered the customer success management category and has analyzed over 1.5 million businesses to date on behalf of its SaaS, online services, mobile and software clients.

Contact us

Totango is headquartered in Palo Alto, CA, in the heart of Silicon Valley and has a technology center in Israel, focusing on big data and complex data analysis.

Call us at 1-800-634-1990

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