

# In-App Messaging Yields Increased Adoption & Conversions

## THE COMPANY

TeamSupport is an award-winning, cloud-based customer support and help desk solution that harnesses the power of collaboration so that B2B organizations can deliver a remarkable customer experience. Its help desk features include customer service portals, live chat, reporting, ticket management and automation, embedded images and more. TeamSupport has a host of integrations including Jira, Salesforce, Mailchimp and Dropbox.

“It’s a never ending process to improve the way customers use and trial our software, but Evergage enables us to be creative and make quick changes based on trends.”

- Eric Harrington

COO and Co-Founder  
TeamSupport



**25% INCREASE**

IN NEW TRIAL ACTIVITY



**15% UPTICK**

IN FREE TRIAL CONVERSIONS



**OVERALL IMPROVEMENT**

IN CUSTOMER EXPERIENCE AND NEW  
FEATURE COMMUNICATIONS

## THE CHALLENGE

TeamSupport wanted a better understanding of how both free trial customers and paying customers were using their online application. The team sought a faster way to monitor user engagement and the usage of new or improved product features to improve customer experience. TeamSupport was in search of a web-based solution with an intuitive user interface with easy navigation and reporting as well as a solid alerting system. It also needed an effective way to deliver in-app messages to users on a selective, targeted basis.

## THE SOLUTION

TeamSupport turned to Evergage as a solution to track app usage and customer activity. TeamSupport was easily able to see how engaged free trial customers were – what they were clicking and what they were not. In addition, they were able to monitor paying customers to identify the most used – and least used – features and sections of the app. This allowed TeamSupport to make better business decisions when making updates to their app and developing product enhancements. As a customer visits a new section of the app, TeamSupport has the ability to present engaged users with messages that include helpful tips. Since the messages can be rich text HTML, they can include supporting examples, links, documents and video.

Using APIs, TeamSupport integrated their platform with Evergage to receive email alerts in real-time on how their clients were engaged with TeamSupport. The team can look at data at anytime and set up email alerts to track any type of data segment.

## THE RESULTS

TeamSupport saw a 25% increase in new trial activity because they were better equipped to help new users find and test key features. In addition, they saw a 15% uptick in free trial conversions. They attribute this improvement to being able to identify the most engaged trial customers, and also having the ability to tailor the sales conversations based on the use cases revealed during the trial.

For existing customers, they've been able to create more value and usage adoption by notifying customers in-app about a new feature as opposed to relying on blast email communications that often were overlooked by customers. Now TeamSupport can feel confident that every user has actually seen the new feature, leading to an improved customer experience and reduced customer churn.

