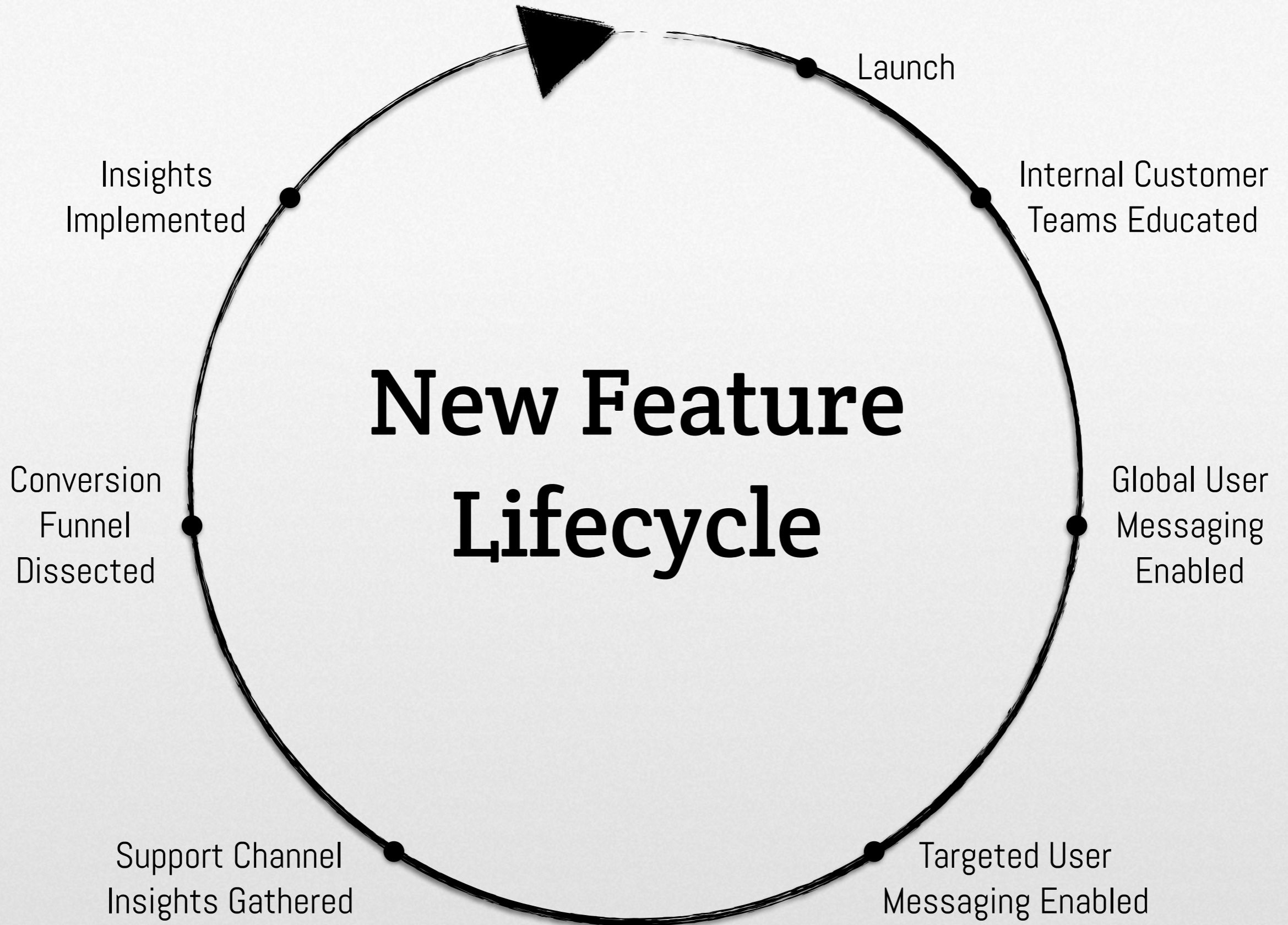


Increase New Feature
Adoption, Decrease Churn

Qualitative vs. Quantitative



New Feature Lifecycle



Product Team Efforts

- Intercom
- Kissmetrics
- Comm w/ Customer Team (Email, IM, Trello)



Customer Team Efforts

- Support Channels (Phone, Email, Live Chat)
- Intercom
- Push Notifications
- Surveys



Big Impact Stuff

- Customer Team Driving Education
- Quick 1:1s with Early Adopters
- Boiling All Feedback into Key Insights
(You can't do it all...)

