

Never Lose a Customer

4 Ways Connecting Your
SaaS Applications Improves
the Customer Journey with:



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Grow Your Business by Optimizing Every Step of the Customer Journey

Did you know?



The probability of converting a new prospect is just **5%–20%**, while the probability of growing an existing customer is **60%–70%**.

80% of a company's future profits come from just **20%** of their existing customers.

And...



If an organization increases their customer retention rate by just **5%**, it can increase a company's profits by **25%** to **95%**.

Read on to find out how to take action.



Companies survive and thrive by earning and keeping customers, but managing that process can be difficult. Customers expect the same level of energy and commitment you showed them before they signed the contract to continue well after it.

Providing your new customers with anything less than a stellar customer journey can result in failure. When your process and communication break down, the customer experience suffers.

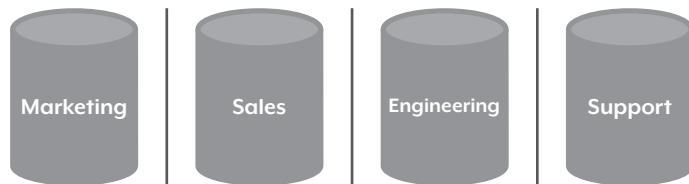
To help overcome these communication challenges, organizations are using SaaS apps such as Salesforce, Zendesk, and JIRA to improve productivity and communication. Unfortunately, this creates information-sharing and workflow problems across key apps, teams and departments, that can impact your customer's journey.



Break Down Internal Silos of Data and Communication

Have you done everything you can do to help your customers succeed? Perhaps you have outfitted your teams with the latest and greatest SaaS productivity apps, such as Salesforce, Workfront, or Slack, and assume it's just a matter of time before your teams sync and get on the same page?

Think again! Those teams are stuck in silos!



You can spend a lot of time and money with expensive custom development building custom scripts and integrations using specific APIs to connect these various siloed cloud applications.

Or you can connect them all quickly using Azuqua.

Azuqua is designed to connect and integrate internal cloud and SaaS applications across disparate teams, eliminating these accidental silos to streamline processes, improve communication, and ensure success along the entire customer journey – typically within a matter of days, not months.

Here's how...



Stages of the Customer Journey

Smart companies invest considerable time and effort defining and optimizing a customer's journey.



1. Awareness

Everyone wants to make an amazing first impression. In this stage, marketing and sales teams work together to show the value and ROI associated with a product or service: What is it? What are the benefits? How can it help my business?



2. Consideration

How quickly does your sales team act on an incoming lead or a referral? If the sales team needs help from marketing or IT, is that request handled seamlessly internally? Potential customers take your response time into consideration during their decision-making process.



3. Purchasing & Onboarding

What happens once a customer purchases and signs the contract? This is where you get them operational through a clearly defined, efficient onboarding process. A seamless onboarding experience helps new customers become users who couldn't imagine life without your product.



4. Retention

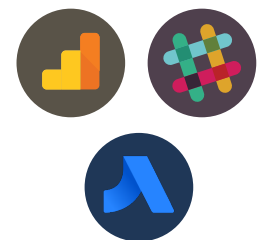
If you want repeat business, what are you doing to keep them happy? Do they believe you care and are listening to them? Providing an immediate response to your customer's issues with accurate information builds trust and loyalty.

At each stage, you need to to enhance the customer's experience and make them want to create a lasting relationship with you. The benefits of such a relationship are simply too big to ignore.

4 Ways to Improve the Customer Journey by Connecting SaaS Apps

Step 1: Awareness – Guarantee a Stellar Pre-Sales Experience

The customer journey begins when a prospect visits your website. Is a page or form broken? Is traffic spiking on a certain page? Azuqua can be configured to react to events in Google Analytics when unusual spikes or dips in traffic occur, and send your marketing team real-time notifications in messaging apps like Slack or Stride. Stakeholders can also get notifications via the apps they're already using on a daily basis, instead of risking the information getting lost in overcrowded email inboxes.



Here's what that process looks like:



Azuqua sends Slack alerts to the marketing team if unexpected spikes or drops in traffic occur on the corporate website



Step 2: Consideration – Respond to New Customers Faster

The first few minutes after a customer expresses interest are vital in turning that interest into action. Properly nurturing a customer quickly with the correct information can make the difference between closing a sale or losing it, and connecting key applications enables a process that allows you to build triggers to act. For example, if a potential customer signs up for a demo or webinar (recorded in marketing tools such as Marketo or MailChimp), an Azuqua workflow can automatically notify the right salesperson in Salesforce (or another CRM system such as Oracle or HubSpot). Sales can quickly engage while the customer's attention to your offering is fresh in their mind.

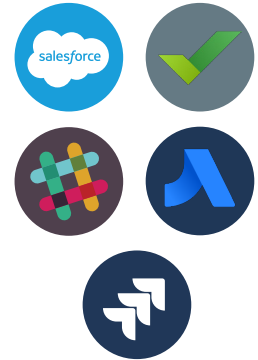


Here's how you can do it quickly:



Step 3: Purchasing & Onboarding – Seamlessly Onboard Customers

Once a customer has purchased, it's critical that they're brought up to speed quickly with a seamless handoff from the sales team to the customer success team. There's a series of tasks that need to be orchestrated across many individuals and teams – such as account creation and assigning resources to the account team. Azuqua can create triggers and notifications between apps to keep the process moving. For example, if a record is updated or closed in Salesforce, it can trigger actions in Wrike or other project management applications, or even in an issue-tracking app like JIRA if further engineering work is required for deployment. Once the immediate tasks are in process, other teams can be notified in Slack or customer support apps like Zendesk.



Here's how many of our customers are doing it:



Step 4: Retention – Retaining & Keeping the Customer Happy Long After Purchase

Once up to speed, how do you ensure long-term customer success and retention? Does your organization act swiftly at the first sign of trouble? With Azuqua, you can configure workflows to connect your customer success applications like Zendesk or ServiceNow to SMS telephony services like Twilio to immediately notify your staff when your customers have reported an issue. Reacting immediately inspires customer loyalty and repeat business.



Here's how you can rapidly act on customer issues:



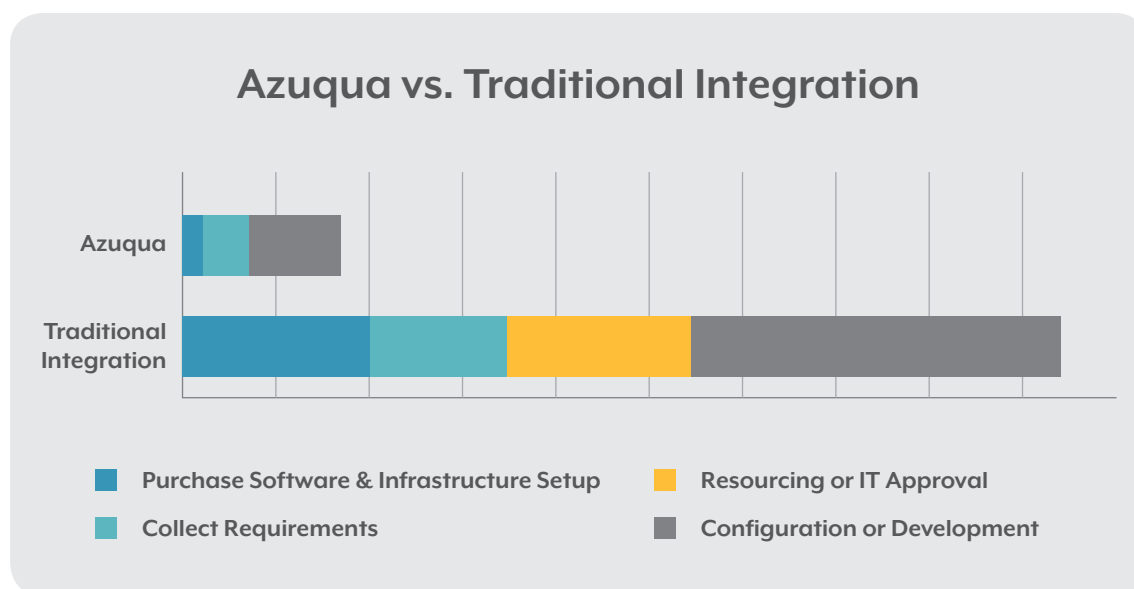
If a priority customer issue arises — day or night, sending an SMS message guarantees immediate attention



Build It or Buy It?

Successful management of the customer journey comes down to your organization being able to integrate your SaaS applications to break down internal silos, create dynamic workflows and processes, and improve communication on all levels.

Achieving these types of integrations used to take months. But with Azuqua, you can tailor your customer journey to fit your business in just days, saving your organization significant time and money.



When applications talk, teams win.

An optimized customer journey improves the bottom line and is a competitive differentiator of a well-run business. Organizations that can connect internal cloud and SaaS applications across disparate teams streamline processes and ensure success along the entire customer path.

Did you know that Azuqua connects and integrates more than 150 SaaS and cloud-based apps? Visit azuqua.com/app-library to see our entire list of connectors.

Hundreds of the world's smartest companies trust Azuqua to connect their key cloud applications, including GE, Dun & Bradstreet, P&G, Charles Schwab, and more.

To learn more and see what's possible, give us a call.

About Azuqua

Azuqua connects the world's leading SaaS services to give business users what they've always been asking for – automated workflows between teams and organizations tailored to your business.

To learn more, visit azuqua.com or send us an email at connect@azuqua.com.

