Key Insight

Getting Customers to Love and Use Your New Software Features

By WalkMe

Are you thinking about launching new software to stay relevant? Before you make this big leap into the future, there are a few things that you need to keep in mind.

Firstly, are your customers going to be as passionate about this evolution as you are? It's quite likely that that they won't be thrilled about change, so you need to make sure that they understand what is going on and why they should be excited for what's to come. If you don't give them a proper head's up, they may be confused and some may even leave due to the frustration caused by not knowing how to use the software. It's important that customers take time to understand the software. You need to make sure that you have given them the tools and skills to do so. If not, you will see a drastic increase in support calls and run the risk of losing many key customers.

When this process is handled properly, new features will keep your current customers happy while increasing the probability of bringing in new customers. Of course, this is a double-edged sword and failing on both aspects could be a huge headache for both the company, as well as the staff.

This is why the product manager must ensure that they are taking the proper steps to introduce and promote new features to all customers. Make sure that this transition is easy and that it won't require a lot of effort on the customer's end- this means keeping key elements of your old software. For example, never force customers to create new accounts; migrate them into the new software so that they don't have to make new accounts. There is a very fine line that you must walk when upgrading software. On one hand, you can't change too much without risking losing customers. On the other, not moving forward enough means being left behind in your competitive business field.

The way to keep your customers happy is by giving them the knowledge they need to feel proficient in software usage. Nobody likes to feel helpless; that feeling can lead to frustration or anger. Even the most complicated pieces of software use seamless integration and user-friendly prompts to keep everyone engaged and happy. It's not about using easy software, it's about using software that feels easy to use.

One of the best ways to teach your customers about new features while keeping things simple is by using [WalkMe](). It's best to think of WalkMe as a virtual GPS, as it performs the same functions. Tip balloons pop up on your screen, providing helpful tips and instructions on where to go next. It's a fantastic way to train staff members as well as customers. It lets them learn on their own time and at a pace that works for them. Customers that need help will utilize the features of WalkMe with the comfort of thinking that there is a customer service rep on the other side, even when there isn't.

WalkMe is a revolutionary tool that can take care of every big issue in one simple motion. It can teach customers about new and exciting features, it can train employees on different aspects of the software, and it can be used to resolve simple customer issues without taking time away from customer service representatives. It's a great way to step into the future and to be confident that everyone else will be behind you for the ride.

1-855-4-WALKME (925563)   www.walkme.com

About WalkMe

WalkMe directly guides, engages and drives users to action, enhancing the online user experience on a website or software.

Through the enterprise-class guidance and engagement platform, product managers can deliver contextual and real-time interaction with prospects and existing customer, and provide them with a smooth, engaging and satisfying digital experience.

Through step-by-step onscreen call to actions delivered at the point of confusion, each user is able to move with confidence through any website or web-based software, without hesitation, frustration or the need to contact support. As a result, product managers can feel assured their customer will be able to focus on what they want to do using your software, and free from the confusion of how to do them.

Product managers use WalkMe to increase free to paid conversions, drive customers to high-value offerings, reduce churn rates and highlight new features. Customers of WalkMe report greater conversion rates, lower development costs, and an increase in adoption rates.

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