

# USER ENGAGEMENT AUTOMATION

## **CHALLENGE:**

Companies who sell cloud subscriptions on consumption based sales model will need to ensure that subscriptions are actually consumed by end users in order to secure ongoing revenue stream.

## **SOLUTION:**

AGS provides automated end user engagement service that ensures end users are informed about benefits that given SaaS solution provides, invited to use the software, calculates necessary email or call response based on resulting user actions and aggregates reports on achieved results.

## **OUR ADDED VALUE:**

- Allowing ISV to focus on development, instead of creating learning material and email campaigns
- Proven partnership network for quality content authoring

## **TO ARCHIVE THAT WE UTILIZE:**

- Ready to use email workflow automation system
- Extensive set of frequently used templates
- Team of dedicated communication experts that focus on end user satisfaction
- Engagement success trend reports
- Message goals tailored to your business specifics

## **OUR DIFFERENTIATORS:**

- End-to-end engagement service with success based pricing
- Focus on ISVs
- Understanding of subscription and consumption based SaaS economy
- Optional end-to-end managed and professional services available