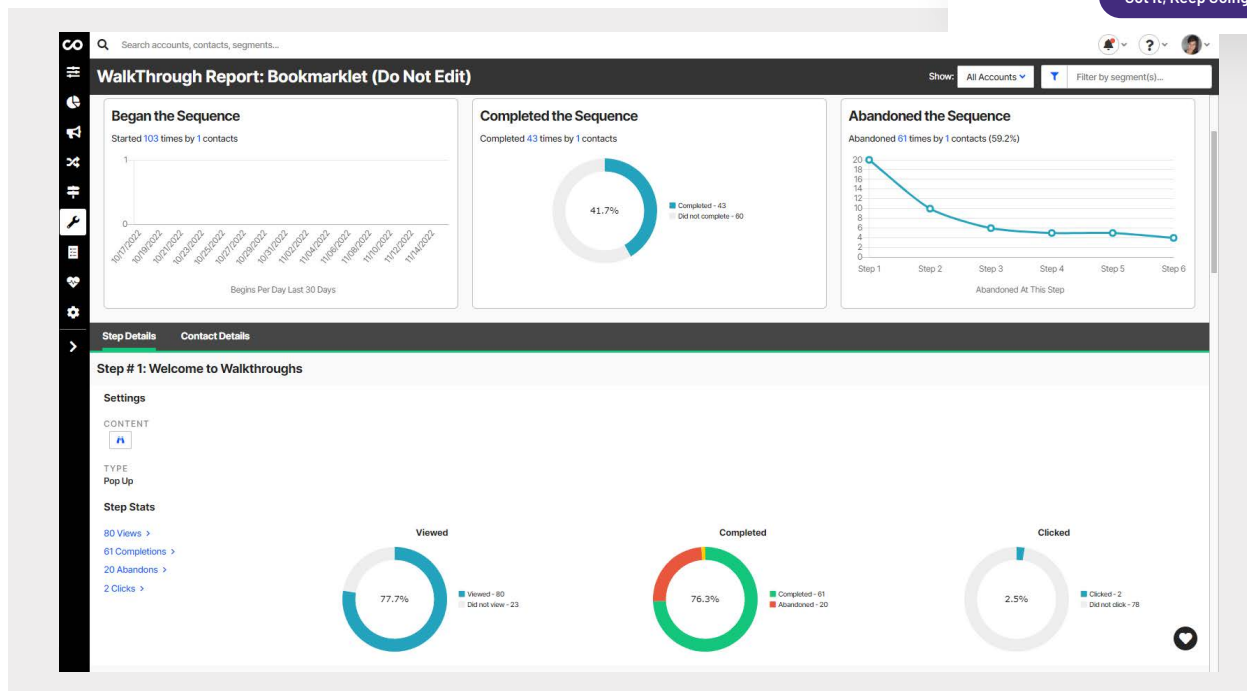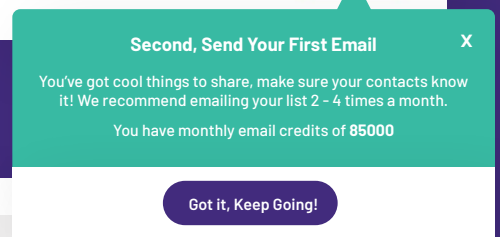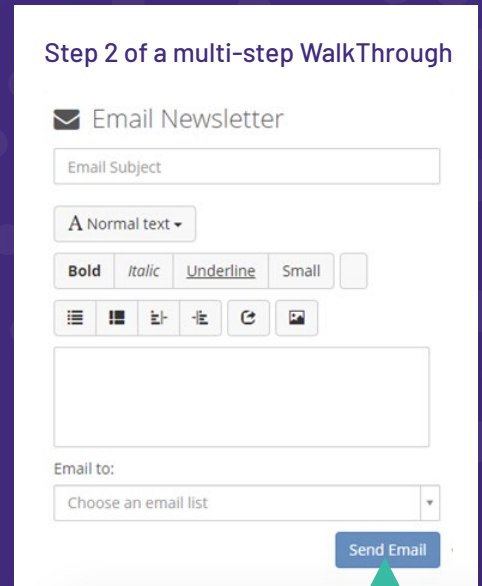# WalkThroughs

## Guide Your Users from Sign-up to Success

We're excited to introduce **ChurnZero WalkThroughs:** multi-step in-app experiences designed to guide your customers from sign-up to success.

WalkThroughs are powered by the wealth of data that already lives in your ChurnZero ecosystem. This empowers you to deliver useful assistance to the right user at the ideal time.

Customers using this feature have seen **significant increases in customer engagement** - and they are just getting started!

### Step 2 of a multi-step WalkThrough

Email Newsletter

Email Subject

A Normal text ▾

| Bold | Italic | Underline | Small |

Email to:

Choose an email list

Send Email

**Second, Send Your First Email**    X

You've got cool things to share, make sure your contacts know it! We recommend emailing your list 2 - 4 times a month.

You have monthly email credits of **85000**

Got it, Keep Going!

WalkThrough reporting complements all the other ChurnZero metrics

Enable your customers to learn by doing through in-app guidance that encourages desired next steps on their pathway to adoption.

WalkThroughs take on the native look of your application to provide unified customer experiences. Best of all they can easily be created without involvement from your Dev team.

WalkThroughs are powered by ChurnZero's segmentation allowing smarter targeting based on attributes, usage, financials, ticketing data, and other customer information.

## Why Should You Use ChurnZero WalkThroughs?

### ADOPTION

One of the best ways to encourage adoption is through product usage. In fact, **90% of knowledge is a result of practical experience**; the value of 'learning by doing' cannot be understated. Walkthroughs provide a powerful way to introduce new users to your app or highlight new features.

The average app **loses 77% of its daily active users within the first 3 days** of installation. Day-zero user adoption is essential for long term success.

### PERSONALIZATION

Through a 'what you see is what you get' interface, WalkThroughs allow Product and Customer Success teams to **provide personalized guidance to the users who need it most**.

The tool is even more powerful when used in conjunction with ChurnZero's segmentation feature. In-app guidance can be delivered to specific customers based upon parameters like usage, NPS responses, etc.

### COST SAVINGS

WalkThroughs can help technical organizations drive cost savings by **reducing staff intervention related to support and training requests**. By presenting product guidance in-app, **customer support ticket volume is reduced** through the encouragement of self-service learning.

### PROACTIVE ASSISTANCE

Provide your customer with the help they need by **going beyond the basic welcome tour** that is common in many apps. ChurnZero's in-app WalkThroughs **enable proactive assistance to users in need of help** instead of waiting for adoption lags. The use of tool-tips allow for highlighting misunderstood or underutilized product features; this fosters deeper user adoption based on specific engagement data.

## How ChurnZero Can Help

ChurnZero's dedicated CS platform, now with the power of **WalkThroughs**, has the power to optimize your customer experience, reduce churn and expand your current accounts.

Ready to learn about the impact that **WalkThroughs** can have on your business? Contact us at churnzero.com to learn about our new multi-step in app experiences.

CHURNZERO