

How did we accelerate product go-live by 40%?

Leveraging the power of product analytics for impactful results

About the client

The client is a B2B SaaS company providing transportation solutions for supply chain companies. There are two flavors of the product, one is a multi-tenant solution, while for certain high-ticket customers, they provide customized implementations.

Key metrics



60%
Cost Reduction



40%
Faster UAT
Completion



ForwardSprint



<https://forwardsprint.com>



team@forwardsprint.com

CHALLENGES

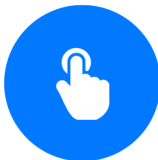


The client faced a major challenge in launching their products on time. The User Acceptance Test (UAT) process was taking too long, causing delays in the product launch. The company was losing out on valuable time and resources, which was affecting its bottom line. We were involved in finding a way to reduce the UAT time and launch their products early.

SOLUTIONS



We used product analytics tools to track user engagement and behavior data. We also tracked error-conditions that were earlier hard to detect. Additionally, we implemented guided onboarding to reduce the involvement of teams to train and hand-hold users.



Session Tracking



Error-Condition
Tracking



Guided
Onboarding

BENEFITS



1

Cost Reduction

We were able to save a significant amount of time and resources, which helped them to stay ahead of their competitors.

2

Faster Time To Value

By proactively tracking and correcting the friction points, we were able to ensure faster UAT completion. That enabled the customers to realize the product value faster.

3

Improved Focus On Customer Value Delivery

Since the resource involvement reduced, the product team is now able to focus on delivering better customer and business outcomes.