

# The Value of Guided Customer Experience for SaaS Companies



When it comes to SaaS (Software as a Service) providers, Guided CX solutions help company representatives bypass the “game of 20 questions” during software training and support. **With Glance, these three companies achieved** more efficient, and more effective, onboarding, training, support and service relationships with their customers.



Experiences that intrigue and delight SaaS customers also create **a superior employee experience at SaaS companies**, letting company representatives see “over their customers’ shoulders” into the website, mobile app, or desktop app they’re using, and direct their clicks with onscreen cues (co-browsing).



Customers and employees can see one another’s faces (one-way or multi-way video); and agents can take limited control over customers’ screens to directly assist in their experience: making agents’ jobs more enjoyable and customers’ experiences more memorable.

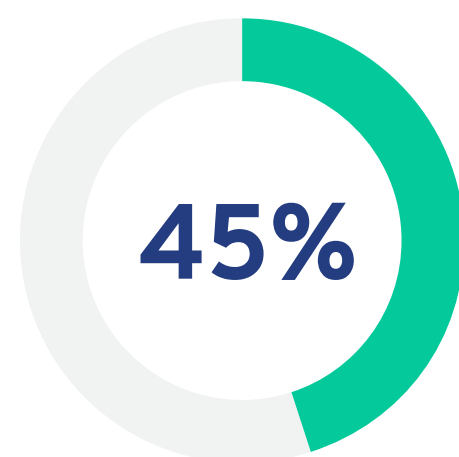
In this infographic, see how Glance is helping three SaaS providers achieve measurable value with Guided CX



## Human Resources Provider and Payroll Company



18% LOWER CUSTOMER SUPPORT CALL DURATION



45% OF ALL ELIGIBLE CUSTOMER SERVICE INTERACTIONS USE GLANCE



GLANCE IS USED ACROSS 6 BUSINESS UNITS TOTALING 8,900 AGENTS

### TECHNOLOGY USED

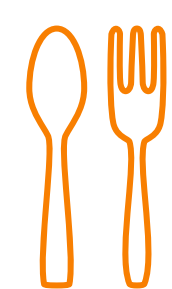
- Cobrowse
- Document sharing
- Multi-way cobrowse
- Escalate to screenshare
- Mobile app share \*adding soon

### TOP USE CASES

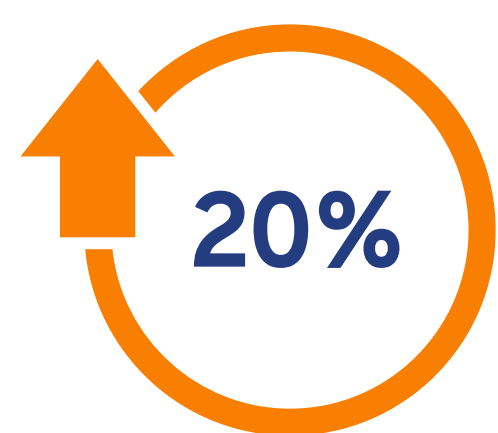
- Customer service requests
  - Click to call / click to chat
- Client onboarding
  - Guided training opportunities
- IT support
  - Remote assist / remote support
- Support small businesses
  - Mobile app support (to come)



The growth [of cobrowsing usage among agents] has been rapid, and the percentage is still getting higher.



## Restaurant Management/Point-of-Sale Software & Hardware



20% HIGHER CSAT RATING FOR CALLS USING GLANCE



100% OF ALL TRAINING INTERACTIONS USE GLANCE



500 AGENTS LICENSED TO USE GLANCE

### TECHNOLOGY USED

- Cobrowse
- Screen share
- One-way video
- Mobile app cobrowse & screen share
- Mobile camera share

### TOP USE CASES

- Client onboarding
  - Guided training opportunities
- IT/Tech support
  - Installation troubleshooting and resolution
- Support small businesses
  - Mobile app support (to come)



Visual engagement helps “teach our customers to fish.”

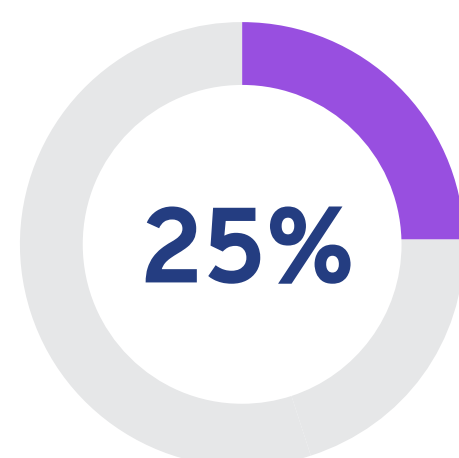


## Travel and Expense Management Company



15% HIGHER CUSTOMER RATINGS;

15-20% LOWER CALL DURATION



25% OF ALL ELIGIBLE INTERACTIONS USE GLANCE.



400 AGENTS LICENSED TO USE GLANCE

### TECHNOLOGY USED

- Cobrowse
- Mobile app cobrowse

### TOP USE CASES

- Customer service requests
  - Click to call / click to chat
- IT/Tech support
  - Installation troubleshooting and resolution



Glance helps cut out verbiage, misunderstanding, and miscommunications.

The value that Glance brings does not end with these three cases – Glance’s solutions can be used by any company in any setting to help employees foster relationships with customers just when they need you most.

To learn more about these and other customer successes with Glance in the SaaS industry and beyond, read [Metrigy SaaS BVA report](#) or visit [glance.net](https://glance.net)