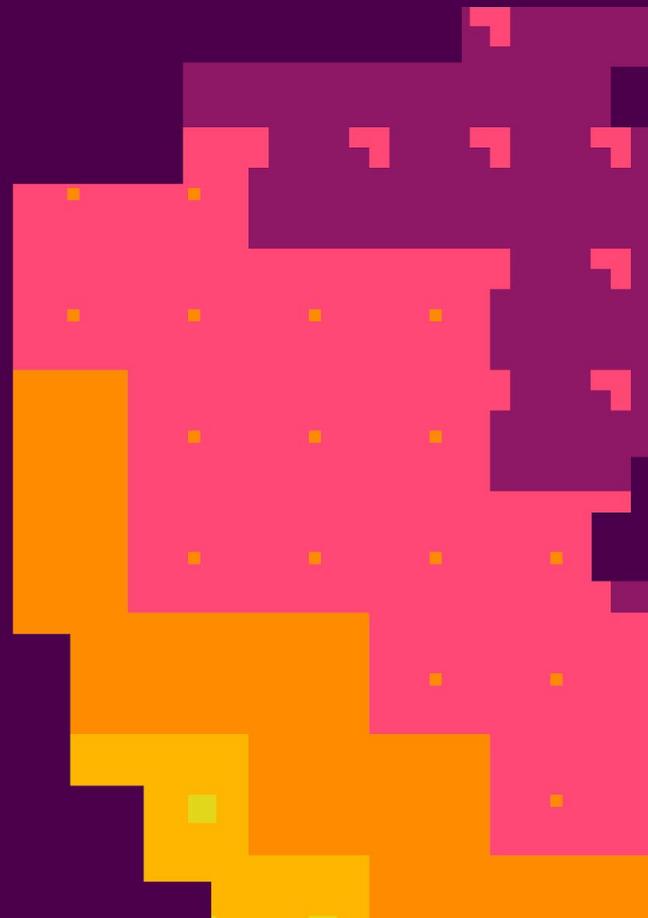


PENDOMONIUM 2023

How to use Pendo to Prompt Action





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Agenda

- The Problem
- Addressing the Problem
- A Specific Use Case



The Problem

The Problem

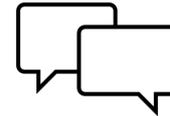
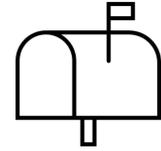


I need to help my customers understand and respond to a change.

Challenges



1. Communication saturation
2. Competing priorities
3. High expectations



A Specific Example: Social Security Deferral



- The CARES Act allowed employers to defer social security payments.
- This created challenges for the HCM industry.
- And an opportunity for Paylocity to make a complex situation easy for our customers.

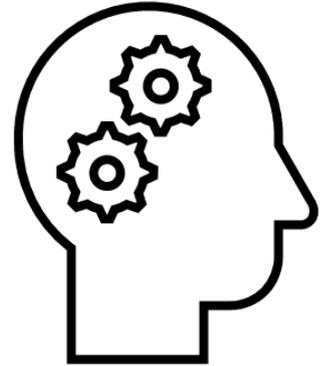


Addressing the Problem

Finding the Right Solution

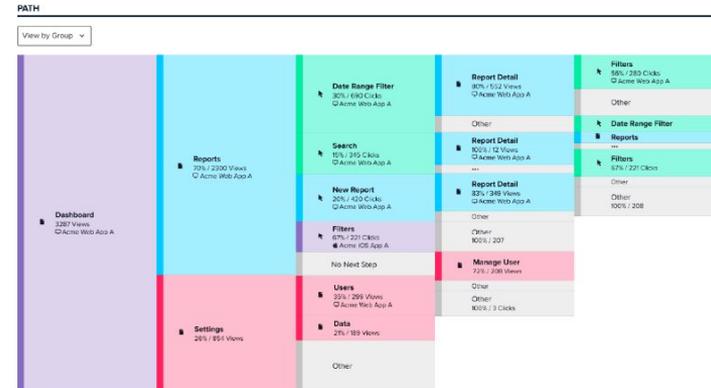
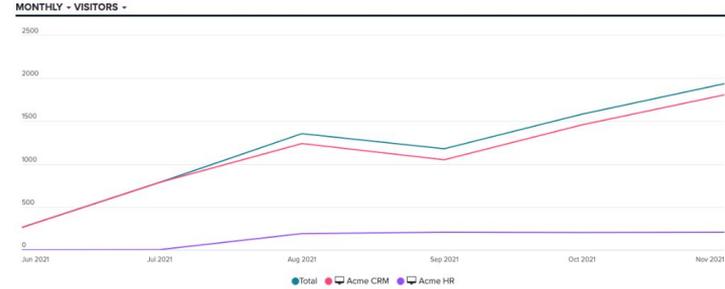


- Know your goals
- Assess your communication needs:
 - Who is your audience?
 - How much time do you have?
 - How important is the message?
- Create a multi-channel communications strategy



How Pendo Can Help Define Your Strategy

- Enables data-driven decisions
- Simplifies targeted delivery
- Amplifies the message
- Accelerates innovation





Results

Results



- 91.4% of impacted clients responded
- Decreased manual effort
- We made it easy





Thank you!

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