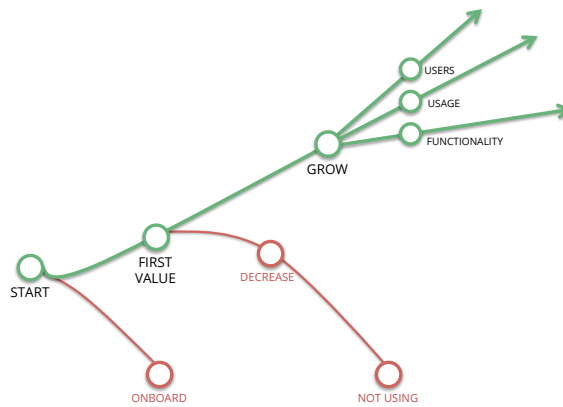


# TOTANGO

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## Customer Journey Mapping Workshop

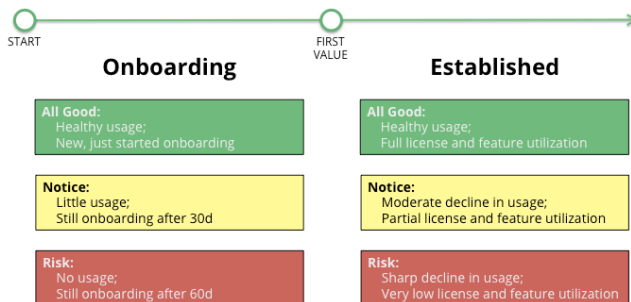
Are you maximizing Value Delivery and Capture from Customers and Prospects? Are your conversion rates lower than expected? Is churn higher than your business model can tolerate? A critical step in fixing many of these problems is understanding and managing the customer journey. To jumpstart your success, Totango offers a one-day workshop bringing together SaaS general managers and product managers as well as marketing, sales and customer success executives from your company, to help you map your customer's journey. You will learn to define the customer journey as well as to establish strategies to drive adoption from initial signup through onboarding to fully established and productive. This workshop leverages the benchmarks and best practices learned from over 100 SaaS companies in the Totango ecosystem and provides an implementation framework that is independent of technology choices.



**Figure 1 Map and Manage Customer Engagement to Drive Value, Revenue and Retention**

At the end of you the day you will have an initial version of your customer journey map, with:

- A definition of “first value” for your customers
- A definition of “red”, “yellow” and “green” for onboarding customers
- A definition of “red”, “yellow” and “green” for ongoing customers
- A list of engagement signals to monitor on track an off track customers
- Ideas for engagement campaigns to help customers progress along their journey



### Pricing

On-site personalized workshop  
 \$10,000 (plus expenses)  
 Or check for public sessions (soon)

### Contact us

Call us at 1-800-634-1990  
 Follow us on Twitter @totango  
 Check us out at [www.totango.com](http://www.totango.com)

**Figure 2 An Example of a Value Map Used to Measure and Manage Engagement**