Success Story

1 year, 1 change.

8,500 in-app survey responses.
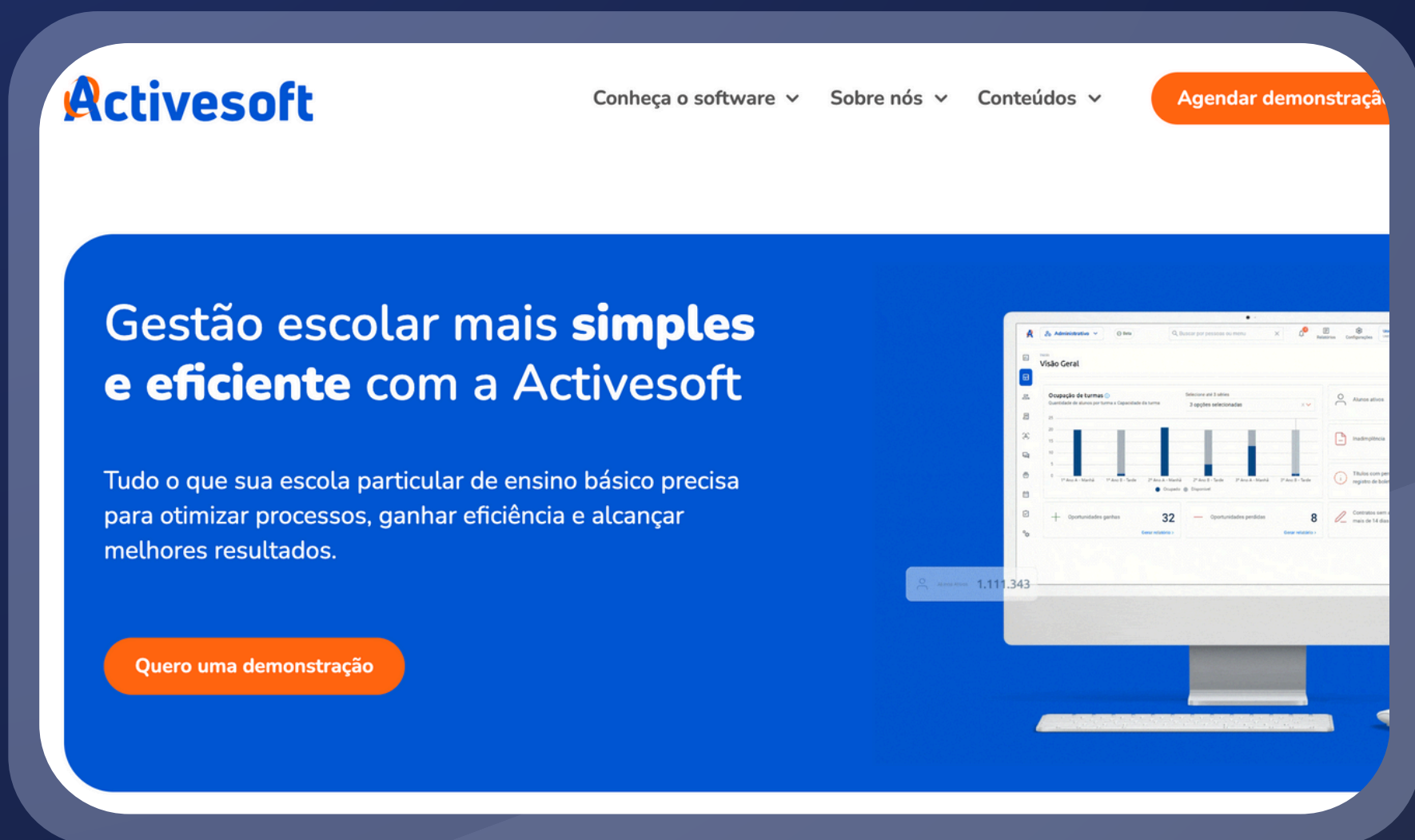
Activesoft

UserGuiding

Quick Summary

⭐ Activesoft found that onboarding videos only made their meetings longer and longer.

⭐ They realized the communication cycle was broken, always giving but only receiving more emails.

⭐ They replaced videos with UserGuiding's interactive guides and started using surveys.

⭐ In just over a year, Activesoft collected 8,500+ responses through UserGuiding's in-app surveys.

→

Activesoft is a Brazilian Edtech company that offers comprehensive school management services.

But they realized they needed to solve one problem, says Juliana Ozeranski, their enablement coordinator:

User onboarding.

The Problem

Activesoft users couldn't keep up with updates through blog posts or onboard effectively.

Communication was one-sided and lacked feedback.

> "Our biggest challenge was making a complex system feel simple. Before UserGuiding, we just couldn't bridge that gap."
> - Juliana Ozeranski

This led Activesoft to rely on emails for urgent matters, blog posts without tracking who read them, and longer onboarding meetings.

UserGuiding

The First Resort

Activesoft knew **a change was due.**

They started onboarding with videos across product sections but found them quickly outdated with new releases and UI changes.

> *Not only did our old video onboarding setup break with every release, but also feedback was something we chased manually—emails, support calls, and long meetings."*
> *- Juliana Ozeranski*

Oddly enough, this approach also **lacked user feedback.**

UserGuiding

Switch to UserGuiding

Activesoft first improved onboarding with **tooltips** and **interactive guides.**

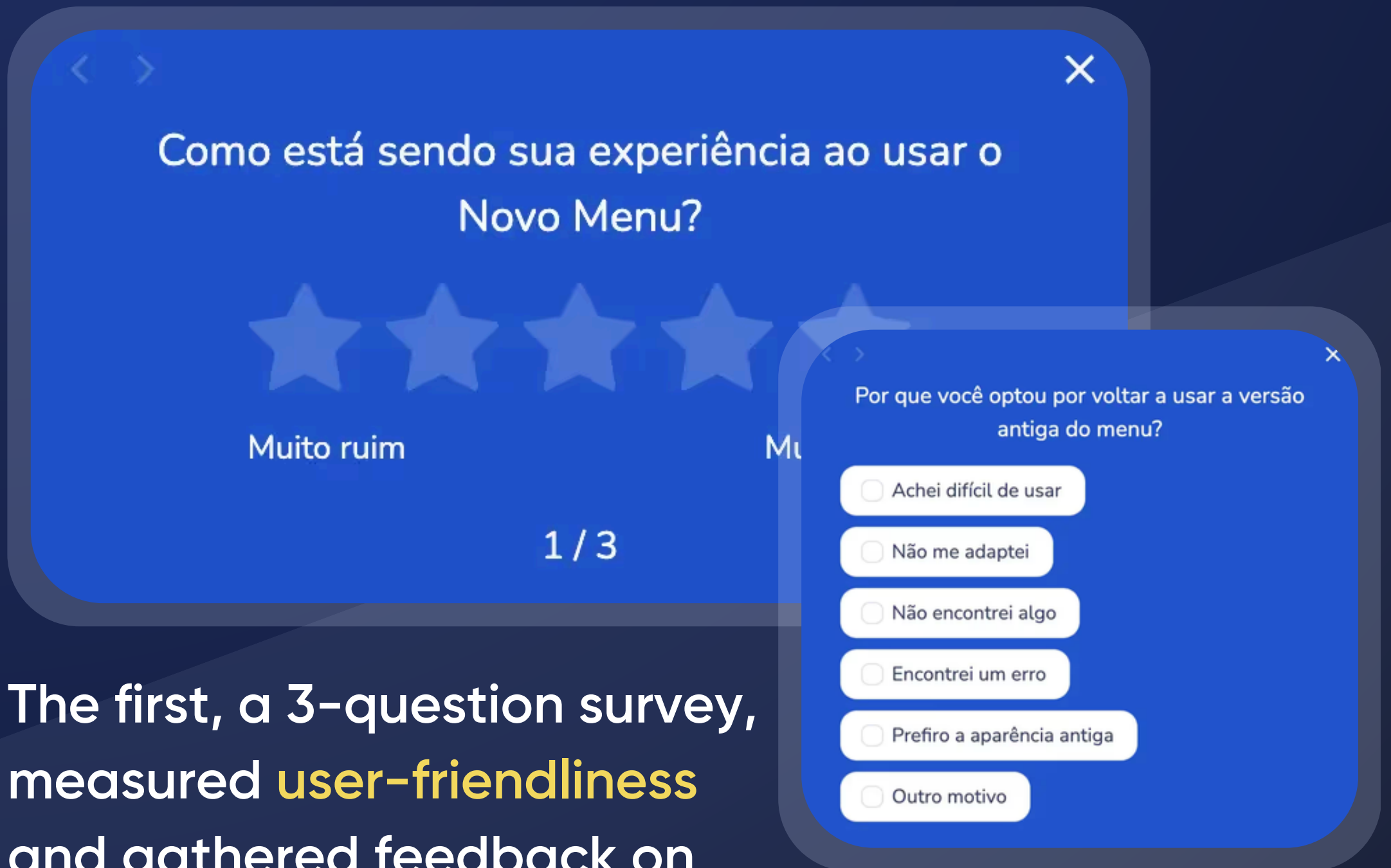They then replaced blog posts with banners for feature updates.

> *"We didn't need 20 questions—just 3, delivered at the right time with UserGuiding, told us everything."*
>
> *- Juliana Ozeranski*

UserGuiding

End Result

Activesoft also enhanced communication by implementing **in-app surveys.**

Como está sendo sua experiência ao usar o Novo Menu?

★★★★★

Muito ruim   Mu

1 / 3

Por que você optou por voltar a usar a versão antiga do menu?

- Achei difícil de usar
- Não me adaptei
- Não encontrei algo
- Encontrei um erro
- Prefiro a aparência antiga
- Outro motivo

The first, a 3-question survey, measured **user-friendliness** and gathered feedback on the new menu.

→

UserGuiding

End Result

Using a whole new tool and a better strategy, Activesoft collected **8,500+ responses** through in-app surveys built with UserGuiding.

"Over 8,500 responses later, we're not guessing anymore—we're improving based on what users actually want."
- Juliana Ozeranski

This feedback enabled targeted feature improvements and **a better overall user experience.**

→

UserGuiding

Success Story

And that's how Activesoft collected 8,500 survey responses in a year!

What Will Be Your Success Story?

Book a Demo Now!

Activesoft