

## Success Story

3.5 years.

**\$300K** saved in  
support costs.



 canopy



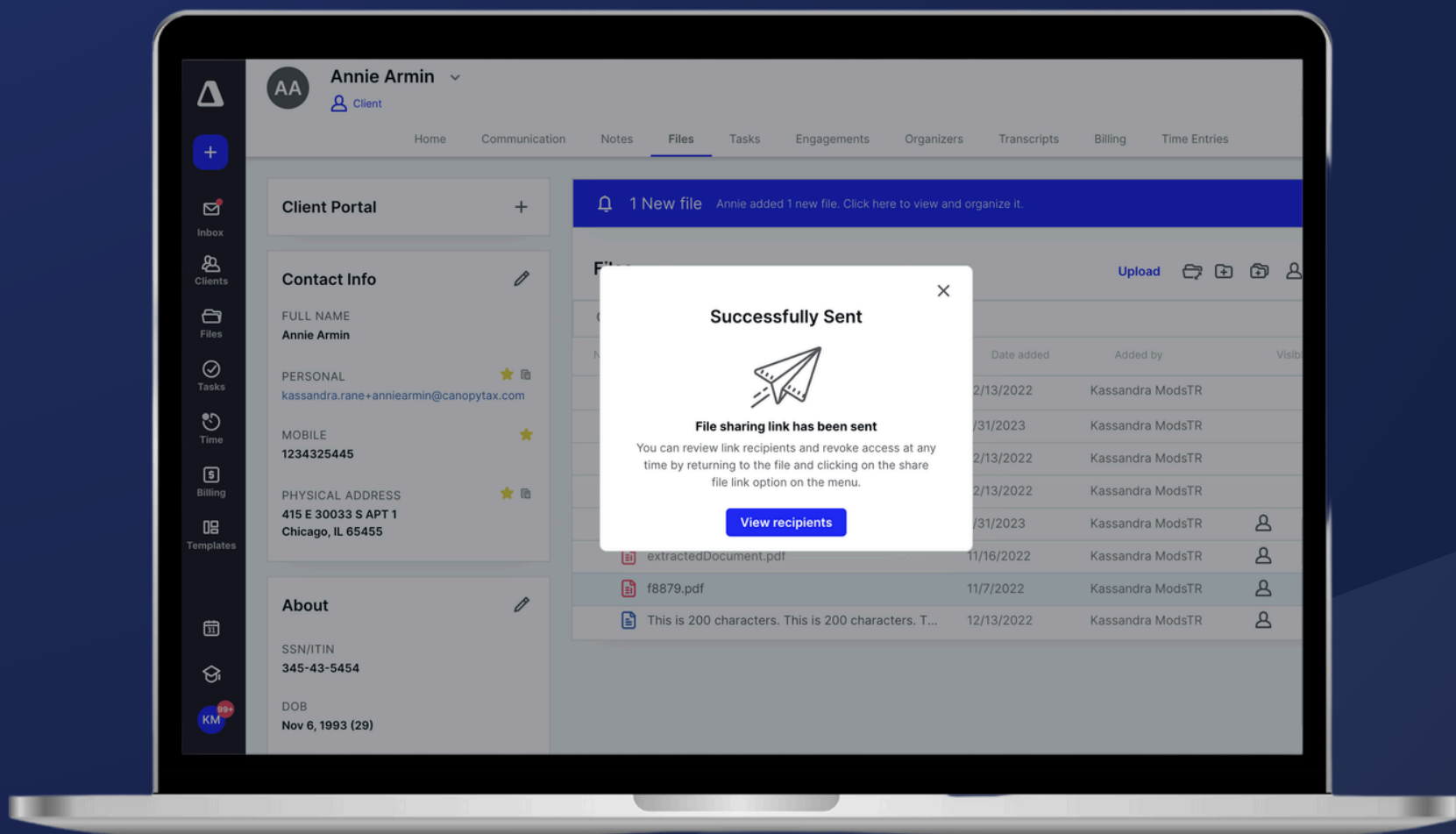
## Quick Summary

- ★ Canopy was dissatisfied with their onboarding, realizing it didn't effectively educate users.
- ★ They were experiencing **repetitive support calls** and tickets due to ineffective user onboarding.
- ★ They aimed for automation with interactive UX and to proactively answer questions.
- ★ Canopy saved over \$300,000 in support costs with UserGuiding's interactive UX elements, deflecting **over 15,000 potential support tickets**.





Canopy is a **cloud accounting platform** providing practice management software for firms & tax resolution products for their clients.



All was well until they realized **one vital problem**, says David Palmer, Creative Director at Canopy:

User Onboarding.



## The Problem

Canopy's user onboarding was lacking, and they recognized this.

Their customer support was overwhelmed.

*"There's this huge burden to support teams when you're onboarding customers to your product. We wanted to ease the workload of our customer support."*

*- David Palmer*

Although they considered **a knowledge base**, they ultimately decided that people would hesitate to use it.



# The First Resort

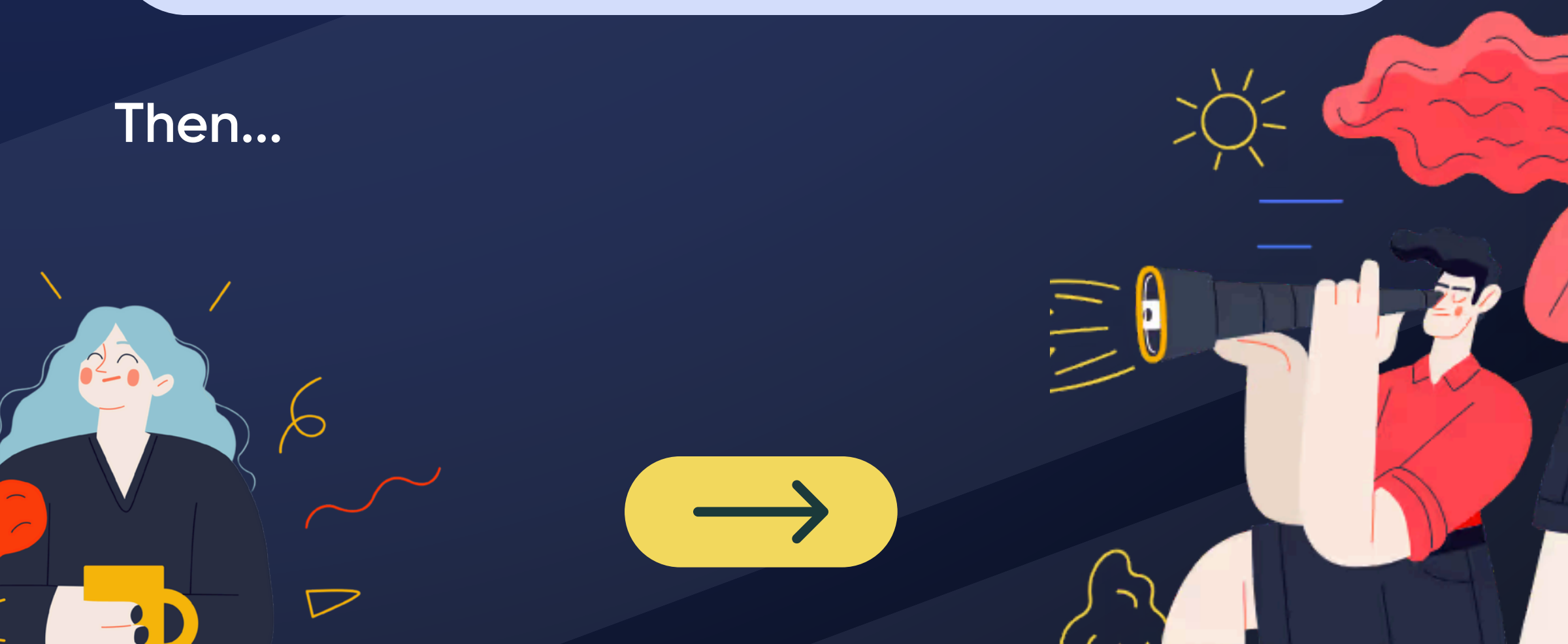
They tried a bunch of different no-code DAP tools, but they simply didn't work for them.

Each new solution was another enigma they **didn't have time to solve.**

*"We've used **Intercom**, **WalkMe**, and **Pendo**, but they were trying to do so many things at once, it felt overwhelming."*

*– David Palmer, Creative Director*

Then...







# Switch to UserGuiding

They found UserGuiding.

It was simple enough, had good pricing, and was **easy to implement** and get started right away.

*"UserGuiding felt like a simple strategy that we could easily adopt for our solution."*

*- David Palmer, Creative Director*





## End Result

In 3.5 years, Canopy deflected **15,000+** potential support tickets...

*"When you scale further, instead of trusting in customer support, you have to address yourself before they turn into questions, which is exactly what UserGuiding helped us do."*

*- David Palmer, Creative Director*

...And saved **more than \$300K** in support costs!





## Success Story

That's how Canopy saved  
over \$300K with UserGuiding.

What will be your success story?

Book a demo now!

