

# TOTANGO

325 Forest Ave, Palo Alto, CA 94301  
www.totango.com  
1-800-634-1990

## The Pro-Customer Survey Conclusions

There is a gap between the desire of companies to become a pro-customer company and the realities of today.

There is an urgent desire for software companies to become pro-customer companies.

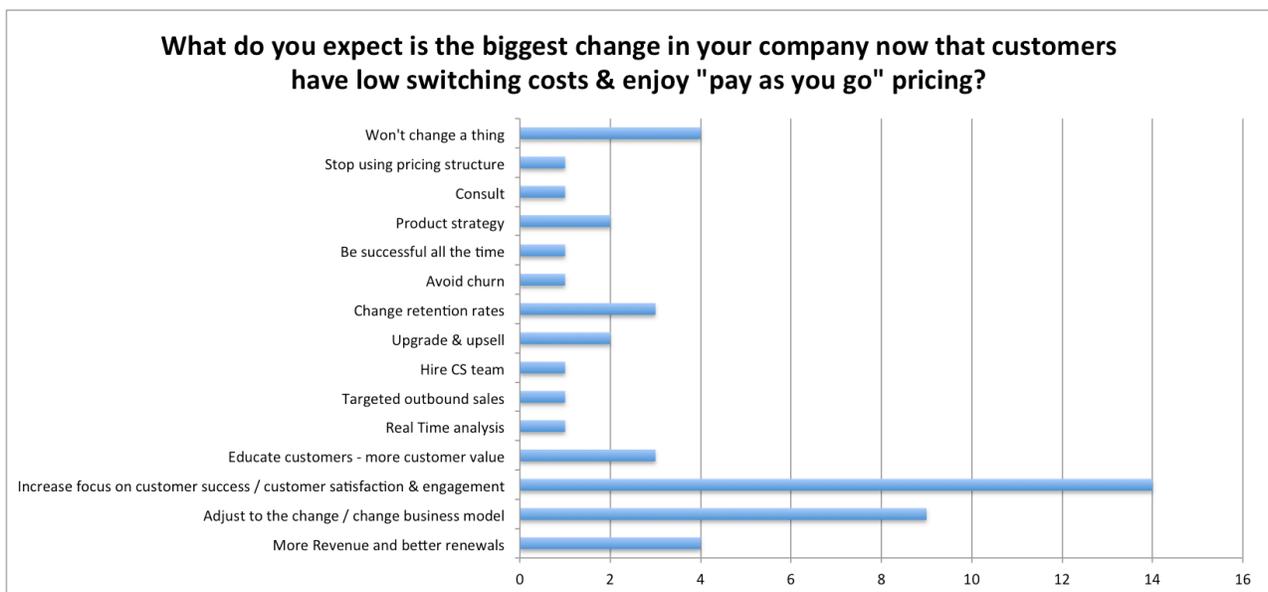




In the Totango research, which surveyed 106 early adopter, leading edge software companies, the average self-reported renewal rates are no more than 80%, average use of licenses is 77% and the average customer use of features is no more than 55%. Totango analysis of 10 million software users conducted last year found that overall, in any given month, 50% of software users don't use the software they paid for.

So it is no surprise that in response, software companies are taking steps to focus on their existing customers: to deliver more value to customers, to be more proactive in anticipating and serving individual customer needs, and to professionalize customer-facing business processes.

Most software companies still face people, technology and process gaps to becoming Pro-Customer Companies.



#### Organization gap

Only 0.1% of all software and internet companies have appointed dedicated customer advocates, though at early adopter companies the rate is closer to 65%, an indicator of what's to come. Even early adopter organizations still have very small, typically fewer than five people, customer advocacy teams which are also still ill-equipped.

#### Technology gap

Most companies lack the ability to anticipate individual customer needs and to be proactive: 38% of customer facing

personnel, even at early adopter organizations, do not know what percentage of licenses is currently being utilized, and 35% can't detect an increase or decrease in usage -- a leading indicator for customer satisfaction.

*Methodology gap*

Most organizations communicate with existing customers only sporadically: 64% communicate no more than once a month and communications are not personalized and not triggered by individual customer needs. There are no processes in place to take the right action with the right customer at the right time, in part because 58% of customer facing personnel lack a view of customers ready to buy and 51% don't know which customers are in trouble.

Visit us at [www.totango.com](http://www.totango.com) to schedule a demo to understand how we can help your online business understand your customers better and move towards becoming a pro-customer company.