Common use cases for Connect

Organizations from all sorts of industries choose Connect for their proactive messaging needs. The ultimate goal of each organization is similar though—to increase customer engagement and influence what decision a customer makes next.

Connect is completely configurable so your solution will be tailored to your business strategy and customer base. Over time though, we have seen some really powerful campaigns and wanted to give you some ideas to get your creative juices flowing. Below are some of the most popular use cases we have seen across various industries:

Acquire

- User **sign up** but does **not complete profile**
  TRIGGER BASED

- Provide a **discount** if a user signs up but **doesn't purchase in X days**
  TRIGGER BASED

- Flash **sale** to **first-time buyers/subscribers**
  BROADCAST CAMPAIGN

- **New user** awareness for **priority support** option
  TRIGGER BASED

- **Invitation** to a conference or event
  BROADCAST

Influence

- **New product** line announcement
  BROADCAST

- Sale **promotion** announcement
  BROADCAST

- If the customer engages with a specific **piece of content, suggest another** that would also be of interest
  TRIGGER BASED

- **Add to cart** but did **not purchase** the exact product
  TRIGGER BASED

- Notification of **outage** to specific **affected customers**
  BROADCAST
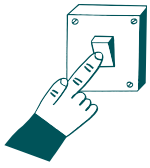
Educate

- **New Feature** announcements
  BROADCAST

- Onboarding **introduction** to **unused features**
  TRIGGER BASED

- Weekly/Monthly **newsletter**
  BROADCAST

- If a customer isn't fully utilizing a feature, use in **website notification** to help educate them and **provide support articles**
  TRIGGER BASED

Retain

- **No log in** within X days
  TRIGGER BASED

- Get **feedback** from users who utilize a specific feature or stop using a specific feature after X days
  TRIGGER BASED

- Have **not made a purchase** in X months
  TRIGGER BASED

- Reach out to **churned customers** with **new features** they were previously looking for
  BROADCAST

- Invite customers to **webinars or other educational sessions** applicable to them

- Engage with customers who **request a refund**
  TRIGGER BASED

Support

- **Deflect support tickets** with **proactive messaging** for most common support questions
  TRIGGER-BASED CAMPAIGN

- If account **health is red**, reach out to **offer help**. Use your support org as the reply to
  TRIGGER-BASED OR **BROADCAST**

- If a user gives a **poor CSAT score**, send a message with an **apology, promo code** etc.
  TRIGGER BASED

- If the user **lingers on a page** too long, use in website notifications to **guide the user to a specific support article**
  TRIGGER BASED

- **Notify your support team** when a customer has had a certain number of tickets submitted or negative CSAT ratings within a certain amount of time.
  TRIGGER-BASED

- **Collect feedback** that can be used to improve the experience for the next customer
  TRIGGER-BASED