



The Enterprise Class
Guidance and Engagement Platform

Key Insight

How to Familiarize Customers with your SaaS Product's New Features

By WalkMe



One of the biggest challenges that SaaS companies face is finding ways to familiarize customers with upgraded software features. Here, we will address the challenge of adjusting prospects and new customers to software changes and we will provide tips for creating excitement about new features.

Users May Be Resistant To Change

The benefit of adding features to your SaaS product will seem obvious to you; however, many of your users will not recognize these advantages immediately. You can almost guarantee some form of resistance to change, as most customers prefer doing things the old way. By recognizing the challenge of getting customers to familiarize themselves with your SaaS features, you can plan ahead to overcome issues that arise.

Ensure Easy Migration to the Upgraded Version

When releasing an upgraded version of your SaaS, you shouldn't require that your users create new accounts. The transition to your new SaaS should be seamless. Your current users will already be familiar with the basic features of your product. This will reduce their learning curve as they familiarize themselves with the new features.

Make Your SaaS is User Friendly

When creating your SaaS, ensure that it is user friendly. The key is not to assume technical knowledge. You need to get inside the mindset of a user who won't automatically understand how to use new functions or the benefits of doing so. To remedy this, allow beta testing before releasing your SaaS to customers. See how real people interact with your SaaS software. You'll discover commonly encountered problems, which can then be improved upon.

Keep the Interface Clean and Simple

Design is crucial for helping customers familiarize themselves with software- Keep the interface clean and simple. The design should be intuitive so that your customers don't have to spend a

lot of time figuring out how to complete tasks. To achieve this, you may want to consider removing complex functionality from your SaaS. Distinguish between integral features that will truly benefit users and those which may simply distract or confuse them.

Provide Support Each Step of the Way

One of the reasons that customers fail to familiarize themselves with a new SaaS is lack of support. It is not enough to simply hand SaaS software over to the customer. You need to provide support each step of the way. This may mean including a tool, like WalkMe, to guide your customers as they adjust to changes in the SaaS. One of the key advantages of online guidance solutions, like WalkMe, is that they allow the customer to start using your product immediately by providing useful assistance and support.

Training Your Own Customer Support

Customer support needs to understand each feature of the product in order to talk knowledgeably about it. Training customer support in the use of the SaaS product is actually a very valuable opportunity to discover unforeseen problems. Any difficulties encountered by customer support are likely to be experienced by your customers. Additionally, having in-house employees experiment with the software provides the deep insight required to effectively help your customers.

In order to familiarize customers with your software, you need to reduce barriers of adjusting to the upgraded version. This involves allowing customers the comfort of keeping their existing account and it requires a user friendly, intuitive interface. Finally, you need to provide support so that your customer is able to fully benefit from your SaaS.

About WalkMe

[WalkMe](#) gives SaaS providers an indispensable tool to onboard trial users and to "be there" with existing customers. Leveraging the WalkMe interactive self-guidance technology, SaaS providers can ensure their prospects and existing customers have a simple, smooth & burden-free experience with their software, thereby increasing usability, eliminating confusion and frustration.

SaaS providers use WalkMe to increase free to paid conversions, reduce churn rates and highlight new features. Customers of WalkMe report lower acquisition costs, as well as reduced training and customer service costs.

Through a series of interactive tip balloons overlaid on the screen, tasks are broken down into short, step-by-step guided instructions, which help users act, react and progress during their software usage. As a result, SaaS providers can feel assured their customer will be able to focus on what they want to do using your software, and free from the confusion of how to do them. They can also empower their customers to self-task successfully even through the most complex processes.