



PENDO 
MONIUM
2024

PENDOMONIUM 2024

**Align your Pendo
program to positive
business impact**





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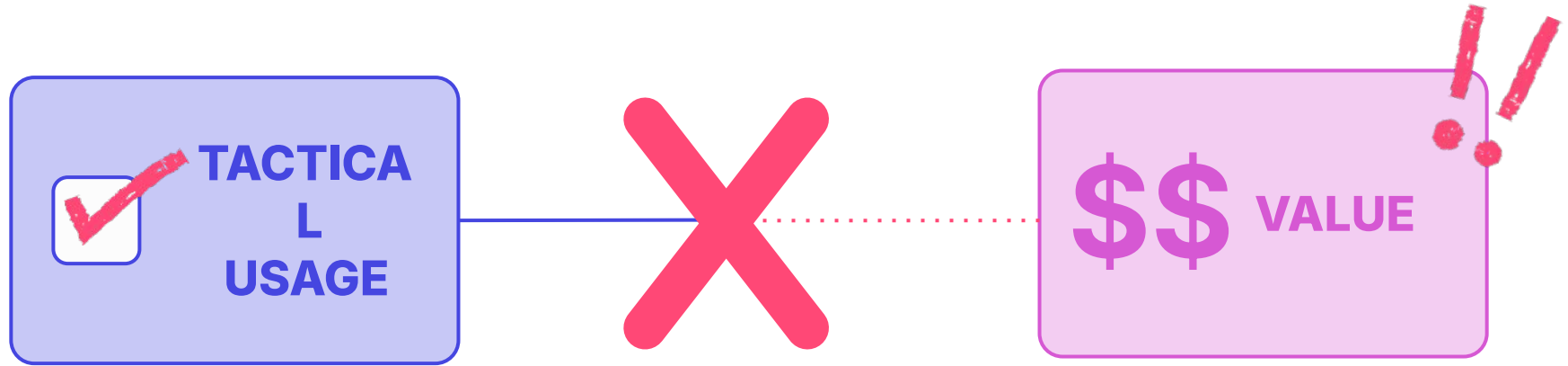
Director of Product Management, **Thomson Reuters**

Agenda

- **Problem Statement**
- **Shared Objective**
- **Desired Impact**
- **Scale Value**
- **Wins**



Utilization does not equal value



Breaking down business goals

CEO

Business Unit

Financial Impact

Product Goals





Measurable business outcomes

Every team touching the product and user experience has to be able to articulate the financial-level impact of their work.



+Revenue Growth

Expose user base to broader offerings across portfolio to maximize value.



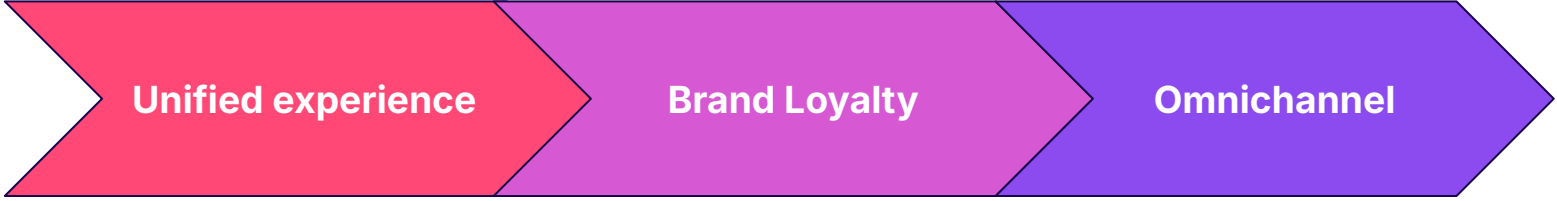
Retention %

Delight and innovate to secure retention and maintain market position.



Maximize ROI

Maximize financial impact through operationalizing of tech investments.





Problem Statement



Shared Objective



Synchronize

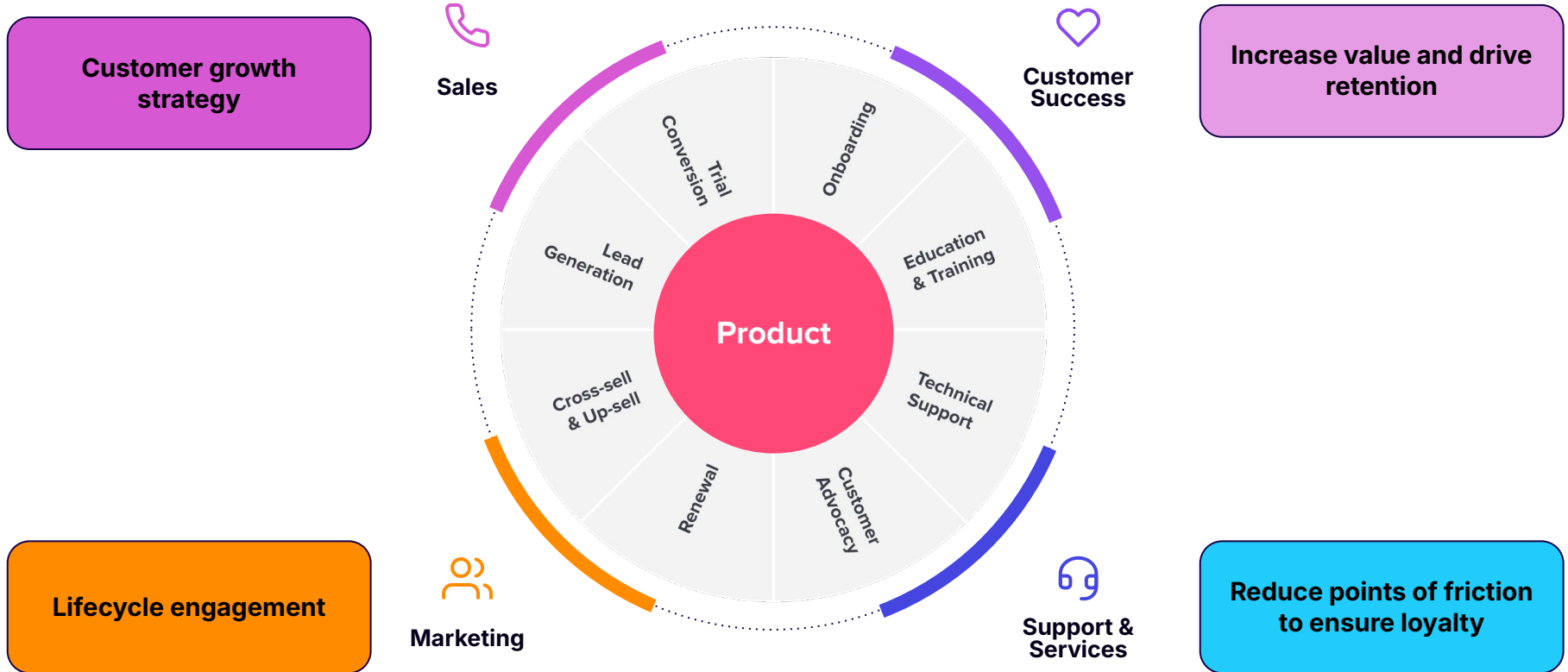
**Break
down silos**



**Customer
centricity**



Product is at the center



Increase NPS



+NPS Globally

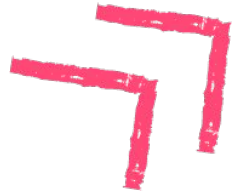


Desired Impact



Illuminate the path forward

Power of the data





Strategic toolkit

Guides + RC





Scale Value

Art of the possible



* Use Cases that Spark



Culture around data

Real Data!!! 



Wins!



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