Pendo Outcome Accelerator Service

Overview and Approach

Pendo's Outcome Accelerator Service package is designed to guide customers through the steps needed to unlock quantifiable value toward their targeted outcomes. A Professional Services Strategy Consultant will assist the Customer with the following activities in support of a single initiative:

- Discovery of current state, pain points, and user personas for the targeted use case
- Facilitation of working sessions to ideate a reimagined in-app experience, mapping workflows and prioritizing key actions for guidance
- Teaching of product led methodology and best practices
- Review of progress made, areas for continued improvement, and recommendations for next steps

Each package is designed to be delivered over 6 - 8 weeks, including consultative workshops and documented recommendations throughout the engagement.

This document provides important details about Pendo Outcome Accelerator Services, including program options, examples of available activities, Customer responsibilities, and key assumptions.

Pendo Guidance for Key Customer Activities:

| Establish Goals | Review Best Practices | Design Implementation | Build & Configure | Measure Value | Ongoing Success |

Package Scope

This package provides the following Professional Services:

Details	Description
Project kickoff	30-minute session to align with the Customer on the program topic and timing. Schedule sessions based on mutually agreed-upon timeframes.
Consultant-led virtual workshop sessions	A series of fixed-topic sessions focused on executing product-led methodologies in pursuit of one targeted outcome. Session quantity and length are based on the associated Program as outlined in "Program Topics" below.

Each session can have up to 10 attendees.

Program Topics

Each Outcome Accelerator Service package is focused on a single use case for a single application. Customers may choose one program and one associated topic from the "Program Topics" list.

Examples include:

Program	Applicable Topics	Included Sessions
Meaningful Analytics (6 sessions up to 90-minutes each in duration)	- Track and establish baselines for foundational metrics related to Organizational Objectives - Identify KPIs using Pendo Analytics - Gather key findings and Identify opportunities to achieve your KPIs	1. Discovery and Pendo Readiness 2. Pendo Application and Best Practices 3. Data Analysis and Planning 4. Ideation 5. Implementation 6. Project Recap and Close
Best-in-Class Onboarding (6 sessions up to 90-minutes each in duration)	- Accelerated user/customer time to value - Reduced manual onboarding costs - Reduced manual ongoing training costs - Increased customer satisfaction & retention - Reduced support costs - Reduced engineering/development time spent building guides in-house	1. Discovery and Pendo Readiness 2. Product-Led Onboarding 3. Re-imagining Your Onboarding Experience Part I 4. Re-imagining Your Onboarding Experience Part II 5. Implementation 6. Project Recap and Close

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Program	Applicable Topics	Included Sessions
Support Ticket Deflection (6 sessions up to 90-minutes each in duration)	• Reduce support costs and ticket volume • Accelerate customer time to value • Increase retention rate; reduce churn • Increase customer satisfaction	1. Discovery and Pendo Readiness 2. Product-Led Methodologies and Pendo Best Practices 3. Ticket Trend Categorization and Planning 4. Guide Design 5. Implementation 6. Project Recap and Close
Increasing Feature Adoption (5 sessions up to 120-minutes each in duration)	• Accelerate customer time to value • Uncover features that are rarely, if ever, used • Reduce time wasted supporting unused features • Increased retention rate and reduced churn by driving adoption of high-value features • Increase awareness and adoption of new and high-value features • Identify opportunities to focus development resources	1. Discovery and Pendo Readiness 2. Pendo Application and Best Practices 3. Ideation and Planning 4. Implementation 5. Project Recap and Close
Preparing for New Feature Releases (5 sessions up to 120-minutes each in duration)	• Increased adoption rate of new features • Reduced time to value by effectively communicating new features • Reduced manual time spent on communicating releases by handling announcements/training in-app at scale • Reduced manual training time/costs associated with new features/functionality • Reduced support costs • Increased customer satisfaction NPS/CSAT and retention due to effectively communicated new features enhancing their product experience	1. Product-Led Methodologies and Pendo Best Practices 2. New Feature Discovery and Pendo Readiness 3. Release Communication and Communication Planning 4. Implementation 5. Project Recap and Close

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Program	Applicable Topics	Included Sessions
Driving Cross-Sell and Upsell Opportunities (5 sessions up to 120-minutes each in duration)	• Insights into cross-app usage • Increased conversion rates	1. Discovery and Pendo Readiness 2. Product-Led Methodologies and Pendo Best Practices 3. Ideation and Planning 4. Implementation 5. Project Recap and Close
Customer Health and Retention (6 sessions up to 90-minutes each in duration)	• Customer Health Model inputs available in Pendo • Customer Health Dashboard framework • Voice of the Customer strategy • Guidance strategies and guide-building assistance, if purchased	1. Discovery and Pendo Readiness 2. Introduction to Pendo Customer Health Best Practices 3. Core Events and Product Engagement Score 4. NPS and Polls - Deep Dive 5. Pendo for Sales and Customer Success 6. Project Recap and Close

Customer roles and responsibilities

Role	Responsibilities	Estimated % Full-Time Equivalent (FTE) during project
Champion	Serves as the main point of contact and creates the environment to support Pendo.	10% FTE
Working Teams (i.e. UX, L&D, Product) *	Participate in workshop sessions to ideate new in-app onboarding experiences. Provides expertise from customer POV to inform user journeys, internal requirements and other relevant information. Ultimately defines new onboarding actions.	20% FTE
Executive Sponsor	Provides clear direction for the project and how it links with the organization's overall strategy. Secures project resources.	5% FTE

Pendo Expert Services are available as a paid add-on for teams without capacity to do the hands-on keyboard development.

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Pendo Roles and Responsibilities

Role	Responsibilities
Strategic Consultant	Facilitates discovery and provides thought leadership and guidance on best practices, design, configuration, and enablement of in-app onboarding and product-led organization best practices.

Assumptions

- If additional attendees are required, Pendo will work with the Customer to determine whether additional sessions are needed (additional sessions may incur additional charges).
- Customer will provide temporary access to the relevant Pendo subscription and application.
- Customer participants in working sessions will be familiar with Pendo (i.e. regular users or have watched Pendo Academy content).
- Pendo's Software must be installed in production for at least 3 months before execution of this Service to ensure sufficient historical data is available for analysis and recommendations.
- Pendo will provide guidance and best practices to the Customer and will work with Customer to operationalize the changes. Such changes will need to be driven by Customer's leadership team.
- Pendo will not modify Customer applications or third-party code. For clarity, Customer is responsible for installing the Pendo code snippet in its application(s).
- No additional implementation assistance is included outside of the defined sessions. For purposes of clarity, no hands-on keyboard implementation is included in this scope of Services.
- The Professional Services will be performed on a remote basis, unless onsite is outlined in the contract.
- The Professional Services expire and must be consumed within 270 days after execution of the Order Form or other ordering document between Pendo and the Customer.

The Outcome Accelerator Services performed by Pendo in accordance with this Services Description are referred to as "Professional Services." This Services Description is incorporated into the Pendo Order Form or other ordering document between Pendo and a customer covering the purchase of applicable Professional Services.

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