

Message from Chief Customer Office

Customer Experience Resources

Objective: One-to-many communication announcing enhancements to customer services. Audience is GTM field employees.

Copy:

GTM Team,

Putting the right customer support resources in the hands of users at the right time in their Alteryx journey has shown to improve product adoption, accelerate time to value realization, reduce churn and create expansion opportunities. I am pleased to share two exciting enhancements to our customer support strategy: **New Global Onboarding Program** and **Customer Support Knowledge Database**.

- **Making a great first impression on new users with a New Global Onboarding Program**
We are thrilled to announce the launch of our new program, which provides a prescriptive path to help every user get started with Alteryx quickly, regardless of account size.

Upon activating a new license, users are automatically enrolled in a self-guided digital learning pathway at no cost. Digital resources allow them to learn at their desired pace and our Digital Customer Success Managers monitor utilization to help users overcome challenges via self-service activities. This program provides 100% customer coverage globally, reaching XXX+ newly activated users per week. Get a sneak peek at what your customers will experience today <link>.

We are seeing great results so far:

- The program has helped increase customer engagement by XX%
 - XX% of customers are actively using Jump Start Advance Tools enablement within first 30 days
 - Deactivations have reduced in the first 30 days by XX%
- **Providing world-class support for every user with a Customer Support Knowledge Database**
We are also pleased to announce a new database that will improve how you and your customers and partners access and share our support resources.

Effective immediately, all support offerings, guidelines and policies will be converted from static PDFs to living articles, ensuring everyone has access to the most up-to-date documentation 24/7. You can easily subscribe, bookmark or share specific resources directly from the website. For your convenience, the articles also feature links at the top to quickly guide you to the right section.

Existing links to the PDF files will automatically redirect to the new webpage, but if you have any documents saved, please replace them with the new link: [Customer Support Policy Knowledge Base](#). This will ensure you always have the latest information. Should you have any questions, please contact the Help Desk.

Investments to our user support resources will help our customers accelerate upskilling, scale data analytics faster than ever before and build trusted relationships with us to further adoption and drive loyalty.

Message sent to all GTM employees globally.