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Product launches were once a “daunting task,” but MindTouch “made it easy to accomplish all of the communications & collateral on time.”

**Pete Castro,**

Product Manager, Conga

**conga**®

## How Conga Used Touchpoints to Ensure a Successful New Product Launch

In Spring 2017, Conga launched its newest product, Conga Contracts, an innovative way for its customers to control the entire contract negotiation process from within the Salesforce platform. The challenge for Conga was promoting seamless user adoption; anything else would jeopardize its customers’ bottom line—and the likelihood of renewal.

Following several years of growth and acquisitions, Conga’s Product and Product Education teams had learned the importance of timely documentation for their employees and customers. They were committed to a “Whole Product” concept: when customers signed on, they were also buying Conga’s support, knowledge, and success. The launch of Conga Contracts was the first chance to craft an integrated product content experience from day one.

Conga’s Product and Product Education teams chose to integrate the MindTouch Contextual Help Touchpoint directly into the Conga Contracts product. In the past, Conga had implemented contextually relevant content using custom iframes and copy-and-pasted information, but it was tedious to maintain and the information quickly became stale. The Touchpoint allowed the company to quickly implement



its MindTouch-powered documentation into the product in time for launch, which users could update as soon as the product was live.

Conga's commitment to customer success is translating into one of its most successful years in company history: Conga has doubled its customer base year-over-year, driven in large part by the launch of Conga Contracts. The company is taking the lessons learned here and sharing them throughout the organization: according to Doug Rybacki, Vice President of Product, "It was an easy decision to leverage the MindTouch Touchpoints within our product as it extends that learning and onboarding experience." After a successful launch, Rybacki asserts that they are "looking forward to integrating MindTouch across our product lines."

## Why Conga Needed MindTouch

In 2016, Conga began to push a "Whole Product" culture, wherein the entire customer journey provided a consistent experience. Education throughout the customer journey was a critical component; however, Conga lacked the ability to track how its educational content affected user adoption. This rippled out to the Support team, who received too many calls and repeat questions relative to the amount of staff. Conga needed a self-service solution that could provide customers the information they needed to succeed and Conga employees the insights they needed to create a "Whole Product" culture.

## About Conga

**Industry:** Automotive / Software

**Challenge:** Customer success

Conga's suite of solutions creates more efficient organizations by simplifying and automating data, documents, contracts and reporting. As the provider of the #1 paid application on the Salesforce AppExchange, Conga has more than a decade of experience increasing the value of the Sales Cloud by removing systems and process pain points that impede the customer lifecycle.

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## About MindTouch

MindTouch is a leading cloud-based solution for customer success and engagement management, helping companies create smarter customers to speed sales and product adoption—and encourage renewal and upsell. MindTouch helps transform content a company already produces into a customer engagement channel. Unite help content from support, product, and training into a mobile-ready, SEO-optimized site for all of the company's content. MindTouch brings the customer record (CRM) and customers' self-service behavior together for insight into their experience with the brand. MindTouch helps companies double organic web traffic, triple user time on site, and reduce the bounce rate by 50 percent.