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CASE STUDY: **STRATEGIC GROWTH THROUGH TOTAL EXPERIENCE** - *SafetyChain*

THE CHALLENGE

In many SaaS companies, adoption, retention, and growth are treated as separate challenges. Product teams focus on building features, Customer Success handles training and renewals, and Support manages troubleshooting. Each team works hard, but customers still feel friction because these experiences are not connected. What is missing is a shared framework that treats all of these interactions as part of one system.

This is where Total Experience (TX) comes in. Popularized by Gartner, TX brings together four distinct areas of User Experience (UX), Customer Experience (CX), Employee Experience (EX), and Partner Experience (PX) and treats them as interdependent. A strong design decision improves usability for customers, makes training easier for employees, and creates consistency for partners. By connecting these pillars, organizations reduce silos and deliver outcomes that customers feel in real ways: smoother onboarding, more consistent support, and higher adoption.

THE APPROACH

I introduced this lens into product planning and growth strategy, using TX pillars to guide both daily work and long-term decisions. TX reshaped how we planned and executed growth efforts at SafetyChain, connecting multiple teams and surfacing actionable improvements.

How we focused on each of the four pillars:

✓ User Experience (UX):

We revamped the onboarding experience directly in the product, adding guided tours and contextual help to reduce friction. Support ticket data showed where customers were struggling most, and those areas became the first focus for new in-app tours. This dramatically reduced tickets in high-friction areas and gave customers uninterrupted progress without waiting on email or support responses.

✓ Customer Experience (CX):

To shorten time-to-value, I partnered with Solution Engineering and Account Specialists to align onboarding across documentation, training materials, and in-app flows, and trained the team on the basics of Pendo, helping to create dashboards that tracked user progress. Customers could get productive faster, and account teams could track their progress with clearer metrics. This pairing of product and service created a seamless experience for new accounts.

✓ Employee Experience (EX):

I organized cross-functional workshops that pulled individuals from across the company to define use cases and analyze workflows. These sessions served to share knowledge of strengths, weaknesses, opportunities, and threats, while also surfacing tribal knowledge that often stayed siloed, benefiting SafetyChainers company-wide. A side benefit was the creation of internal onboarding guides, giving any employee the ability to deep dive into a product area and understand its full range of capabilities and limitations.

✓ Partner Experience (PX):

During planning for future areas of product expansion, I flagged concerns on our IoT roadmap. Having built IoT products before, I recognized the limitations and technical debt in the current outline. Instead of pushing forward with a risky build, I recommended realigning the project to focus on partnering with mature IoT providers. The new roadmap emphasized APIs and interfaces that allowed customers to integrate data while keeping the UI clean, intuitive, and consistent with our brand. This shift created stronger partner opportunities while avoiding costly missteps.

THE IMPACT

Applying a Total Experience strategy created measurable improvements across customer, employee, and organizational outcomes.

✓ **Support efficiency**

In key onboarding areas, guided in-app tours reduced support tickets by up to 90 percent month over month by module and friction type. This not only meant fewer customer frustrations but also significantly reduced the burden on support engineers, who could now focus on higher-value issues instead of an overwhelming triage backlog. Faster resolution times followed naturally as ticket aging dropped.

✓ **Customer adoption and advocacy**

By shortening time-to-value for new accounts, onboarding became a differentiator. Customers could roll out the product faster across their facilities, and early wins translated into stronger advocacy for expansion. This gave the company an edge against competitors whose change management processes created more friction.

✓ **Employee empowerment**

Workshops and internal onboarding documentation did more than improve product knowledge. They gave employees across departments the confidence to step into customer conversations, solve problems quickly, and understand the context behind unique workflows. This reduced dependency on a handful of experts and built a culture where more people could represent the product effectively.

✓ **Internal knowledge alignment**

Before this work, certain product areas were intentionally hidden from customers because issues were unresolved, and new employees only learned this informally through word of mouth. By capturing tribal knowledge, resolving gaps, and aligning processes, the organization eliminated high-risk blind spots.

✓ **Strategic roadmap alignment**

Raising flags early on the IoT roadmap prevented the company from investing heavily in an unsustainable path. Instead, the strategy shifted to partnerships and API development, creating cleaner integrations while maintaining an on-brand experience. This saved development resources and positioned the company for stronger markets.

Key Takeaways

- ✦ Total Experience is not abstract. By connecting user, customer, employee, and partner experiences, the company achieved tangible improvements in adoption, support efficiency, and product scalability.
- ✦ Reducing support tickets by 90 percent in some onboarding areas freed engineering resources and improved customer satisfaction simultaneously.
- ✦ Shorter time-to-value created a measurable advantage in the market, driving faster rollouts and positioning the product as easier to adopt than competitors.
- ✦ Empowering employees with contextual product knowledge built confidence, reduced silos, and ensured customers felt supported at every touchpoint.
- ✦ Capturing and documenting tribal knowledge eliminated failure points, making product onboarding consistent and reliable.
- ✦ Strategic intervention on the IoT roadmap demonstrated how an experience-led lens can prevent wasted investment and create new opportunities for growth.