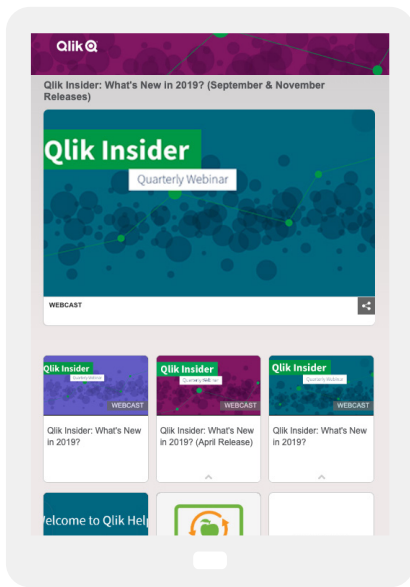


HOW QLIK SCALES A SEAMLESS CUSTOMER EXPERIENCE WITH ON24



2X ↑

Increase in subscriptions quarter-over-quarter for the Qlik Insider Series

↑

Increase in overall Customer Engagement

ABOUT QLIK

- Name:** Qlik
- Headquarters:** Lund, Sweden; King of Prussia, PA
- Founded:** 1993
- Employees:** 2,000+
- Funding:** Private
- Industry:** Tech

Qlik helps enterprises around the world move faster, work smarter and lead the way forward with an end-to-end solution for getting value out of data. Qlik’s platform is the only one on the market that allows for open-ended, curiosity-driven exploration, giving everyone—at any skill level—the ability to make real discoveries that lead to real outcomes and transformative changes.

INTRODUCTION

As a high-growth company, retaining and growing Qlik’s customer base is a top priority. Ensuring customers are educated on new platform updates is critical to driving product adoption, usage, and providing customers with the most value from the Qlik Analytics Platform. Qlik believes customer engagement is key to happier customers and higher renewal rates, and Qlik relies on its marketing team to execute on a customer engagement strategy that drives product adoption.



PROBLEM

Qlik's Product Release Updates Didn't Engage Customers.

Qlik's quarterly product releases didn't capture the attention of its audience and didn't deliver the content its customers wanted. The releases lacked thorough walkthroughs of product improvements, didn't bring in the voice of product designers to explain decisions and couldn't collect and respond to any questions readers had. Qlik knew it needed a solution and that solution had to exceed customer expectations.

Any solution Qlik adopted had to:

- Drive engagement opportunities at a time and place suitable for customers.
- Quickly package materials for customers to consume.
- Reach a global audience consistently.
- Easily scale with limited time and resources.
- Gather data and provide account managers with actionable insights on customer behavior.

SOLUTION

A Customer Journey Is Created.

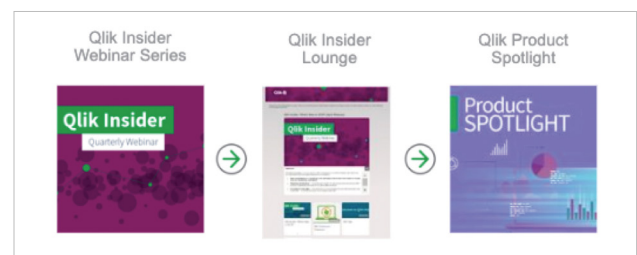
To meet these needs, Qlik turned to the ON24® Platform to help deliver an engaging customer experience. Qlik wanted to help its customers learn more about its services and platform features with an always-on education hub that can be easily accessed.



ON24 Target and Engagement Hub have been critical in creating a seamless, cohesive experience for our customers. As customers subscribe to the Qlik Insider webinar series, we can drive them to the Insider Lounge and the Product Spotlight immediately after, so they can catch up on anything that they may have missed over the past year.”

AMBER WHITE
DEMAND GENERATION SPECIALIST
QLIK

To deliver a complete customer content journey, Qlik offered customers the opportunity to subscribe and opt-in to its quarterly Qlik Insider webinar series. Then, Qlik could direct subscribers to more complementary information about the release using a dedicated page built with ON24 Target. With all of this in place, subscribers with access to Qlik's Insider Lounge could easily peruse the Qlik Product Spotlight library. Qlik uses this exclusive resource, built with ON24 Engagement Hub, to provide subscribers with additional product webinars, videos and how-to guides.



With ON24, Qlik created a seamless customer experience that:

- **Strengthens Customer Relationships.** Qlik humanizes its brand and product managers by delivering presentations on webcam and allowing customers to ask questions and get answers in real-time.
- **Reaches a Global Audience.** Qlik records its product release webinar once each quarter. Then, it replays that recording globally simulive, allowing it to air the same content at different times as separate events. With simulive in place, Qlik could easily broadcast its updates to the, APAC, EMEA and Americas regions.
- **Provides One-Time Registration and Customer Insights.** With the ON24 Marketo integration, customers can register once and have full access to all of Qlik's content. Qlik can then measure audience engagement and transfer that data to Marketo for further analysis.
- **Creates Series Subscriptions.** The Qlik team shares ON24 Target pages curated with materials complementary to each product release. This allows customers to seamlessly access ungated information while empowering Qlik with the data to understand what materials are most valuable for each customer.
- **Provides Self-Service Product Education.** With Engagement Hub, Qlik can present customers with all available content and help materials, helping further product adoption and success initiatives.

RESULTS

2x Greater Reach of Product Information.

Qlik now delivers a customer experience that delivers engaging product updates and drives customer support and success initiatives. Since launching the Insider Series experience, Qlik has received positive feedback and has doubled the number of customers regularly engaging with its customer experiences.