

PLG CRM

[Checklist]

Is your CRM answering the following questions?*

- Which product features are our users getting the most value from?
- How can we use customer feedback and experience to boost product improvement?
- How can we better convert non-paying users?
- Which segments of users are the most valuable?
- Which users have reached upsell-friendly product milestones?

*If you didn't tick all the boxes, you need a PLG CRM.

Have you activated these core PLG CRM functions?

- Have you united your user data and removed silos?
- Are you using product analytics tools like Segment or Amplitude?
 - Is your marketing team creating effective and direct inbound strategies?
 - Have you filled in the blanks in sales conversations for relevant outreach?
 - Have you tailored your product for active users according to their jobs-to-be-done?
- Are you using Breyta to enjoy a single customer viewpoint?
- Are you filtering and focusing on your best customers using user data?
- Are you filtering your freemium or free trial using Breyta's Customer Fit and User Engagement scores?
- Do you know what your users' "aha" moments are?