

QUALA

Customer Success. Unlocked.

Getting your data in Quala is easy. Really.

Quala is built by Customer Success leaders for Customer Success leaders. We've made it a snap to get started with Quala without IT or Engineering team help using a modular approach.

Our platform is designed to demystify your data for you. You don't need to fully understand your data or even know where it all lives. Quala filters and organizes your data so that it is easily usable by your team. We have the keys to your black box and a team of experts ready to help.

Start here: **One-click data syncs**

Quala integrates with Salesforce, Segment, Zendesk, and more with one click.
No code, no engineers. It just works.



Data synced



Level of effort

One click in Quala



Benefits unlocked

- Health scoring
- Qualitative assessments
- Customer dashboards
- Alerts and notifications
- Workflow management
- Automation triggers
- Reporting
- Email automations

And more...

QUALA

Expand when ready: **Product data sync**

Quala users that simply integrate their CRM or CDP see huge improvements in Customer Success effectiveness and efficiency. This allows them to drive impact fast.

When ready, they then feed data on how their customers are using their products into Quala. It sounds scary, but it only takes about an hour of engineering time using Quala's API. This provides a more complete view of customers. Quala's team is always available to walk you through it.

By the way, your Product team will love having usage data in Quala at their fingertips too. View-only licenses in Quala are free.



Data synced

Custom product data



Level of effort

- 1-2 hours of engineering effort
- Quala does heavy lifting for you using our API



Benefits unlocked

Everything above, enhanced with your product data. Some examples:

- Data filtering and segmentation by any product criteria
- Product usage reporting by customer or segment
- Data annotation based on customer product milestones
- Automation triggers based on product use (or non-use)

And more...

(Optional) Go deep: **Custom data integration**

Most Quala customers do not do this, but we have all the technology to let you run wild. Quala's RESTful API allows you to pull or push data however you like.



Data synced

Nearly any system



Level of effort

- Custom
- Quala's Pro Services team can help



Benefits unlocked

- Everything above, enhanced with additional data
- Downstream systems informed or triggered by Quala

Frequently Asked Questions (FAQs)

What if I don't fully understand my data or data infrastructure?

We hear this all the time, and it's part of why we built Quala. Quala solves this for you. We know where your most relevant data is likely to live and have the tools to easily get the right data into Quala. No need to audit your data or – please don't – take on a big Engineering or CRM-ops project to reorganize your data. Quala does the filtering and organizing for you within Quala. We work with data black-boxes all the time.

What if my CRM data is a mess?

Quala solves this for you. Our CRM integration allows you to select the data that you do or don't want to use with our visual interface. Don't trust a certain field from your CRM? Don't use it. Don't trust a set of customer objects? Filter them out. You have total control without a big CRM-ops ask.

What if my Product data is a mess?

We've been there. Start with the critical data elements and expand over time as helpful. Most customers start with a few key usage metrics such as dashboard views, licensed users, and completion of value-added activities in the product. You don't need every click on every screen in your product to start seeing big results with Quala. Of course, you can add all that over time.

What if my Product data is not in a central location?

You might be surprised to know this is the norm, rather than the exception. Quala is designed to get your data directly from your product into Quala using our API. It only takes 1-2 hours of engineering time (more on that below). Our customers then use Quala as the central data repository for Product data for all teams that need it.

If your data is already in a central repository or you later create a central repository, we can easily pull from that source too.

You said the product data sync only takes 1-2 hours.

What exactly does the work entail?

Glad you asked. Here is how you get your product data into Quala (some of this is a bit geeky):

1. Include Quala's Beacon SDK
2. Call beacon.[Function name] from your application to send data to Quala
3. That's it! You should see your data in Quala. We're here to help if you need it

What about one-click integrations with other major systems?

Integrations are a priority on our roadmap. If you have an urgent need, let's talk so we can assess whether there are integrations we can pull forward on our roadmap.