



DevLess

How customer teams effortlessly capture product usage with minimal developer resources.

What is DevLess?

DevLess is an easy-to-use panel integrated into your product that empowers your customer teams to map “events” to send product usage data from your application to ChurnZero.

Rather than asking your Development team to configure every tracked event, all they have to do is install a simple code snippet into your application and set a contact identifier to enable DevLess.

Once enabled, you can give DevLess permissions to any ChurnZero user to quickly map actions in your platform themselves.

How simple is it?

STEP 1:

Install the ChurnZero JavaScript

The only request you need to make to your development team is to add a simple code snippet to your application and set a contact identifier.

Here's a step-by-step guide.

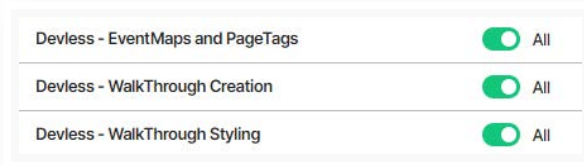
The importance of product adoption/usage metrics

Product engagement is a critical indicator of customer health. Without transparency and insight into how a customer does - or does not - use your product, customer teams often fly blind and are at a disadvantage when guiding clients to achieve their goals. This knowledge enables your teams to proactively identify disengaged and at-risk accounts, boost adoption, and speed up time to value.

STEP 2:

Turn on DevLess Permissions in ChurnZero

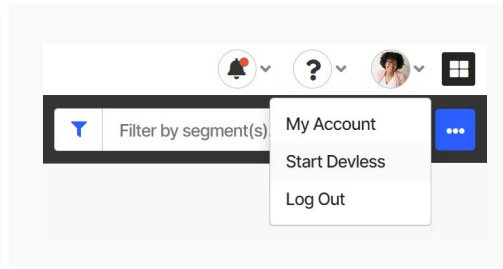
Admins with user management permissions can select which users can access DevLess and map events for tracking.



STEP 3:

Go into your platform and start mapping

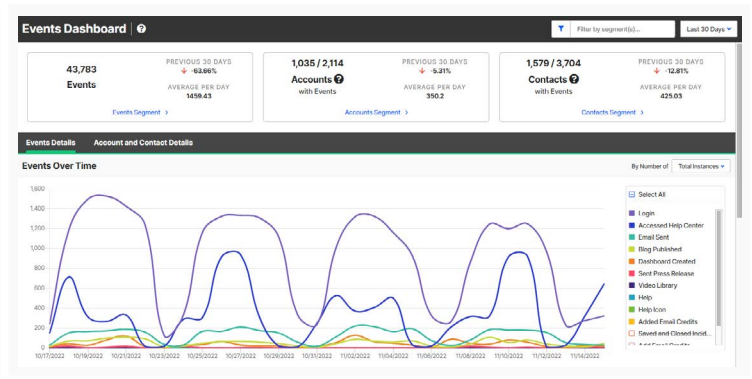
Users with DevLess permissions can now start a DevLess session, log into your platform, and map the in-app actions your team wants to track.



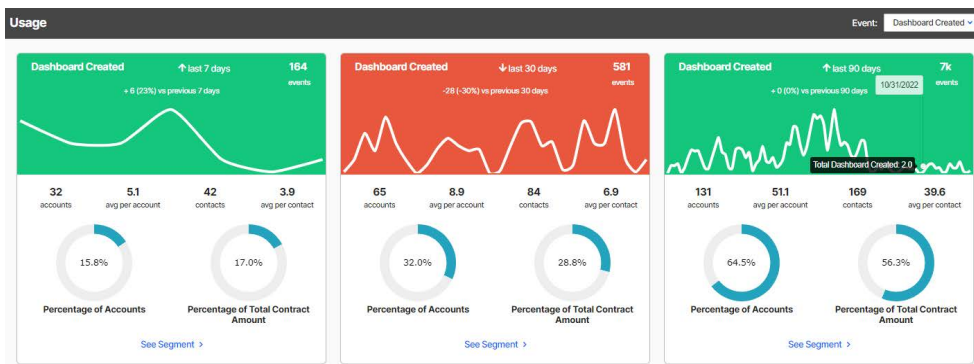
STEP 4:

Watch your data populate in ChurnZero

Once an EventMap is created, it is live and tracking usage! Usage data will populate within the Events Dashboard as an aggregate measure, and under individual account and contact profiles, giving you insight into how each customer uses your platform.



Measure Page Visits with DevLess



For richer usage data, use DevLess to tag pages and areas of your application to understand where users spend the most time in your platform and how much time they're spending.

Enable DevLess for your team

DevLess is available to all ChurnZero Editions. Start tracking product usage today! Contact your ChurnZero Customer Success Manager to learn more.