Technical Account Management

Technical Account Managers (TAM) are trusted strategic, technical consultants and Pendo experts, who drive adoption, engagement, and value with our entire product suite. TAMs are:

- **Strategic:** TAMs engage with customers and internal stakeholders to achieve business objectives by delivering execution strategies and translating their business goals into actionable steps.

- **Technical:** TAMs provide expert technical guidance, supporting customers with data out strategies, HTML, CSS, and advanced Pendo product knowledge.

- **Consultative:** TAMs understand and document customers' business objectives, ensuring continued success and growth by delivering measurable outcomes and maximizing the value of their Pendo investment.

TAM Value

- **Insuring the Investment:** TAMs deliver best practices, tailored solutions, and ongoing optimizations as customers leverage Pendo to achieve their key business objectives by providing strategic guidance on future growth and adoption of Pendo.

- **Technical Expert:** TAMs collaborate with individual contributors and key stakeholders to address technical questions and offer timely solutions, ensuring seamless integration and continuous support.

- **Extensive Customer Experience:** Over 50% of enterprise customers investing $100k+ in Pendo also choose TAMs to maximize their subscription value. With extensive experience across diverse customer setups, TAMs drive faster, more effective results.

The TAM Experience

Maximizing Value and Efficiency

- **Periodic Audits:** Regularly audit key Pendo areas to ensure optimal deployment and utilization within your organization for scale and performance.
- **Support Case Analysis:** Analyze support cases to identify common issues and deliver targeted workshops and enablement sessions to drive higher adoption of the Pendo platform and reduce user error.
- **Guide Assessment:** Collaborate to evaluate specific guides and their impact on achieving your business goals. Provide recommendations to ensure guide deployments meet desired outcomes.
- **Analytics Reviews:** Review dashboards and KPIs defined within the Pendo platform and ensure proper data is being collected and reported.
- **Security Reviews:** Review security considerations and provide best practices to meet compliance requirements.
- **Center of Excellence (CoE) Review:** A cross-functional, multi-level collaboration between Pendo and your organization to promote adoption by sharing best practices and implementing organizational governance.

Streamlining Operations and Enhancing Alignment

- **Asset Allocation Management:** Efficiently manage asset allocation to reduce administrative overhead and improve operational efficiency.
- **Bulk Actions Implementation:** Implement bulk actions to streamline your operational processes.
- **Configuration Documentation:** Thoroughly document current Pendo configurations to ensure proper installation and alignment with your business requirements.
- **Strategic Updates:** Provide regular updates on strategic initiatives, detailing progress, challenges, successes, and recommendations to achieve shared goals.

Strategic Collaboration and Enablement

- **Product Team Collaboration:** Work with Pendo's product team to review product strategy and address critical feedback.
- **New Product Functionality and Roadmap:** Hold lunch-and-learns and other sessions to enable on new product functionality and product roadmaps.
- **Personalized Training:** Offer personalized technical training to enhance your organization's expertise with the Pendo platform.
- **Onsite Sessions:** Conduct onsite sessions to evaluate goals and plan key strategic initiatives aligned with your business outcomes.
- **New Initiatives and Prototyping:** Review your organization's quarterly goals and initiatives and provide prototyping and solutions using the Pendo platform.
- **Best Practices:** Hold regular best practices sessions for continuous enablement.

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