

Identity Verification Enhancement Feature

Safer workplaces start with identity verification



TIMELINE

3 months out:

Send internal newsletter about the new feature.

2 months out:

Start communicating with stakeholders and sales regarding positioning and creating training for the new feature.

1 month out:

Update marketing materials.

VALUE MATRIX

PAIN POINTS	<ul style="list-style-type: none">· The verification process takes long· sometimes causes a delay in the hiring process· complicated data entry process
ENHANCEMENT VALUE	<ul style="list-style-type: none">· Collects the data more efficiently· reduces the time-to-hiring decision· easier data entry process
MESSAGE	<p>This enhancement will save the customer time so they can focus on their new hire.</p>
TARGET MARKET /PERSONAS	<ul style="list-style-type: none">· Target existing customers as an enhanced feature· Target new customers as an optional add on feature



GO TO MARKET STRATEGY

AWARENESS

- Train Sales on new feature and equip them with updated marketing materials.
- Update all marketing channels (website, social, email, promotional materials, etc.) to promote and educate our existing and potential customers.
- Create an insight/blog piece about the new feature
- Send a promotional email to the targeted group about the new blog piece. Provide CTAs to inquire more information from sales and linking to the website.

CONSIDERATION

- Help prospects evaluate our product feature objectively by helping them see the aspects that differentiate us from the alternatives.
- Provide free trial or a method for them to test the efficiency of the service.
- Use social media and email to push the free trial or test of product feature.

CONVERSION

- Follow up with a “thank you” email from Sales with a CTA to add the feature to their service.
- Identify touchpoints throughout the customer journey that are opportunities to connect with customers.
- Pull analysis to update marketing strategies and optimize the onboarding experience.
- Take the identified pain points and provide solutions so customers are aware of the existence of the product and the importance of how it solves their problem.

