

DevRev
Product-Led
Support
10.18.2022





Founded in Oct 2020
with the vision of empowering
makers to create earth's most
customer-centric companies.

Raised \$70M seed round.
Backed by founders, Vinod
Khosla, Mayfield Fund and
others.

Previously founded Nutanix
(NTNX) and took it to largest
tech IPO of 2016.

100+ Devs put in 20,000+ PRs,
Issues, AWS compute hours
and counting.
Currently in closed Beta with
~500 Company workspaces
(DevOrgs).

ABOUT THE COMPANY



DHEERAJ PANDEY



MANOJ AGARWAL

Support can be a rich source of honest customer feedback.

However, front and back office silos leave support engineers feeling burnt out, not in control and customers feeling unheard. This has become worse after the great resignation and a surge in demand across different industries.

The rise of Product-Led Support

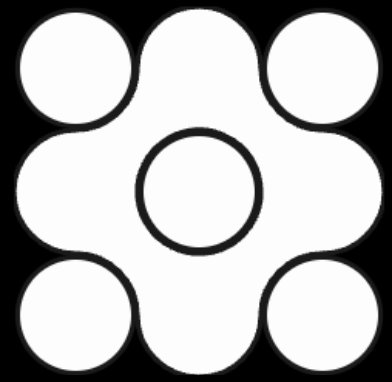
More and more companies are adopting Product-led Support which enables them to provide help to customers in a smarter way by connecting product features to customers through the work of the developers.

These companies understand the product features and usage in real-time and are able to detect and provide help to the customers, sometimes even before they are detected by the end-users.

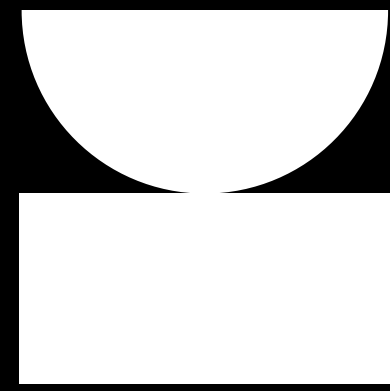
They are able to do this because these companies use real-time data to connect the product features with customers usage and smart automation across multiple systems to create support cases and then fix and inform the customers.

This new way of supporting customers helps companies do more with less and attain higher customer satisfaction while overall reducing cost of repetitive work.

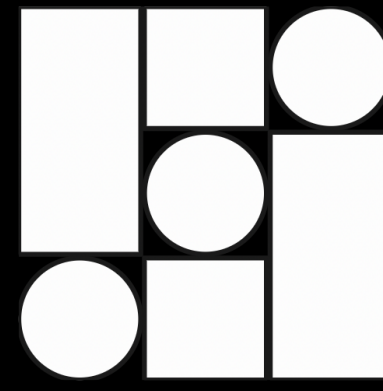
Product-Led Support Tenets



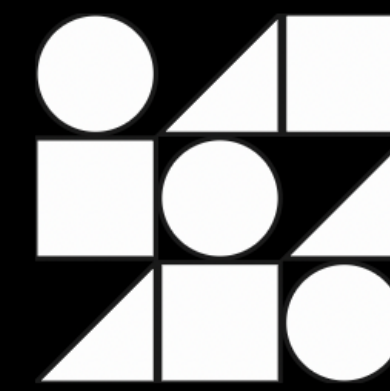
In-app
and event driven:
Product centric



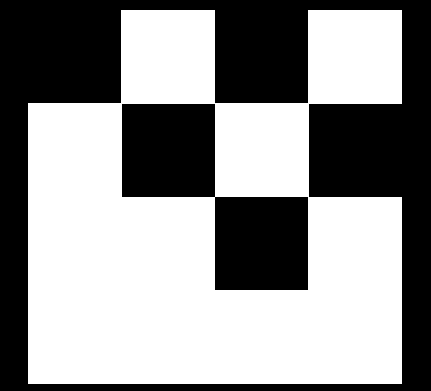
User identity:
Personalization



Connected:
customer convo-
work-parts

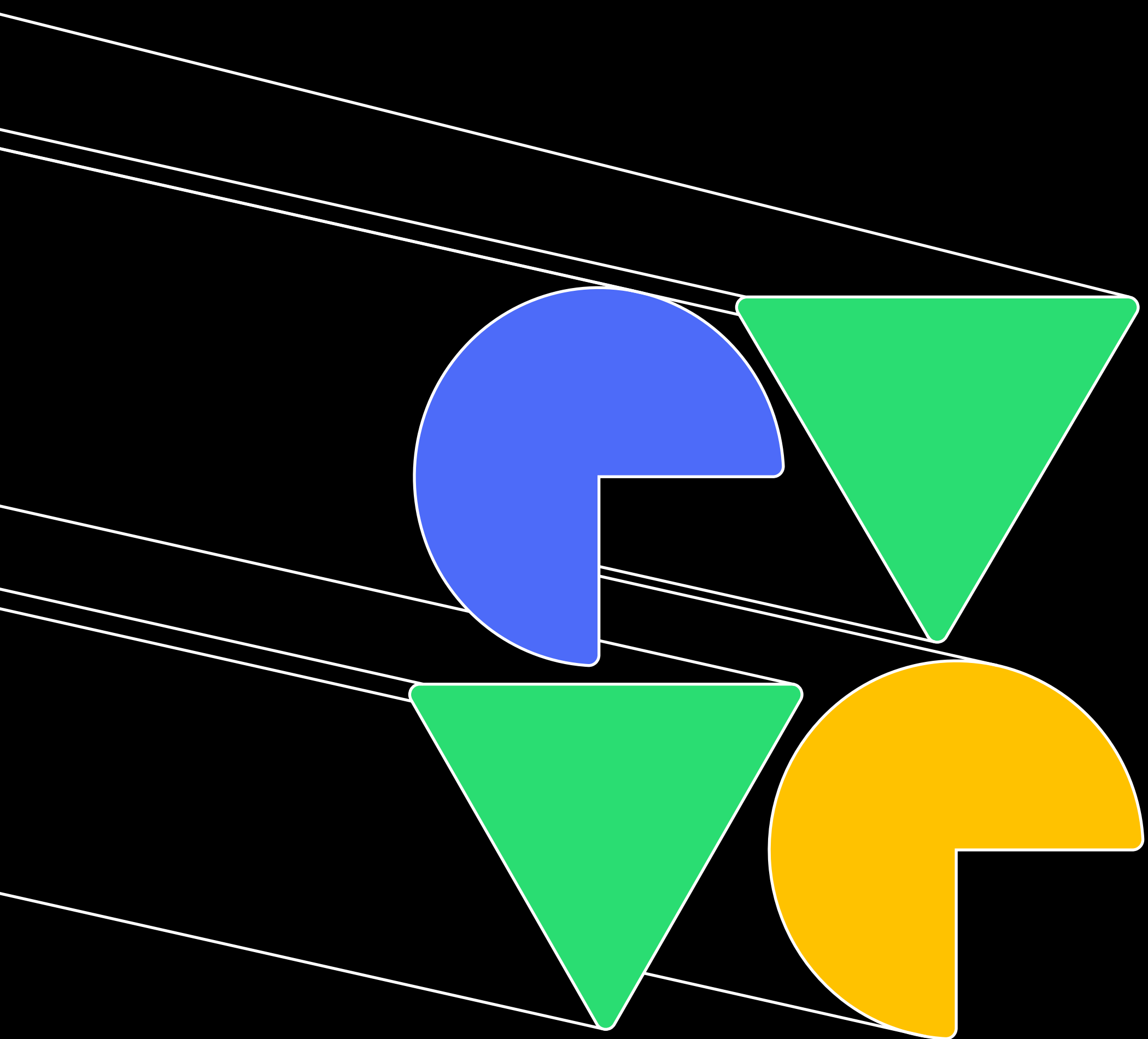


Real-time:
Rich audio-video



Automation: Code
driven

Product-led support helps
listening to customers better
and doing more with less.

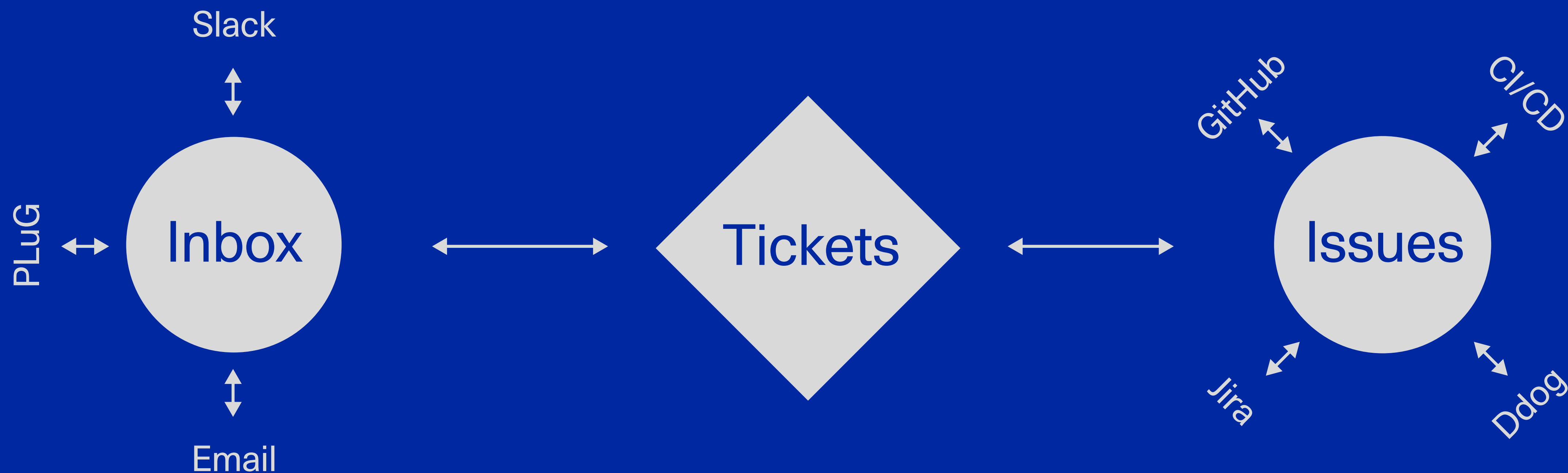


Introducing Product-Led Support,
the first app on DevCRM





A convergence of front office conversations to back office work on product features



Conversations

Keeping users in sync with support and PMs



Work Management

In-sync with GitHub and Product Planning



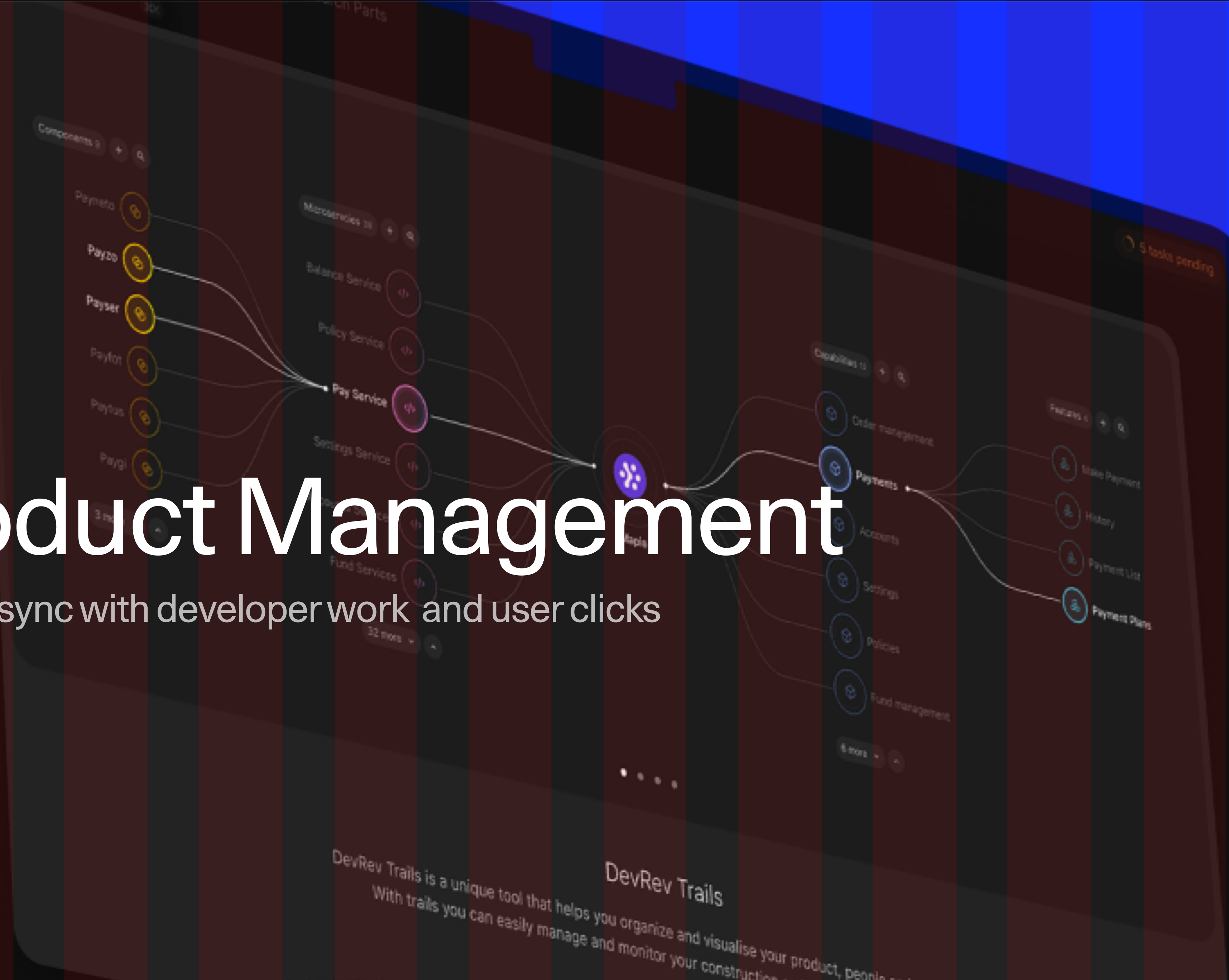
Customer Management

In-sync with Sales and Support Data



Product Management

In-sync with developer work and user clicks



Convergence of front and back office

The image displays a unified workspace interface. On the left, a vertical sidebar contains navigation icons for various tools and a search bar. The main area is divided into three panels:

- Chat Panel (Left):** A conversation with Salvatore Branch and DevRev. Salvatore Branch mentions a ticket (TKT-112) for "Paypal not working properly". DevRev responds that the team is working on it. Emily then confirms the issue is resolved. Salvatore Branch thanks DevRev.
- Ticket Panel (Middle):** Shows three tickets: CONV-1175 (Paypal not working properly), TKT-112 (Paypal not working properly), and ISS-378 (Payment UI issues in Safari). Each ticket includes a description, status, and associated files like screenshots.
- Deployment Panel (Right):** Displays a deployment pipeline with stages: In Testing, In Deployment, and Resolved. It shows the status of CircleCI and ArgoCD workflows.

At the bottom of each panel, there is a message input field with formatting options (bold, italic, code) and a send button.

Learn more
<https://devrev.ai>