

# Azuqua for Gainsight

*Create a connected customer experience*



Azuqua quickly, securely, and reliably connects Gainsight to your other cloud applications, custom APIs, and internal databases.

## With Azuqua for Gainsight, you can...

### Scale SMB customer engagements.

Intelligently automate customer communications for onboarding, periodic check-ins, and upsells based on their interactions with support, marketing, sales, and other systems.

### Create better marketing messages to customers.

Connect Gainsight customer data to your marketing automation tool to automatically create segments and communicate the most relevant information to each customer.

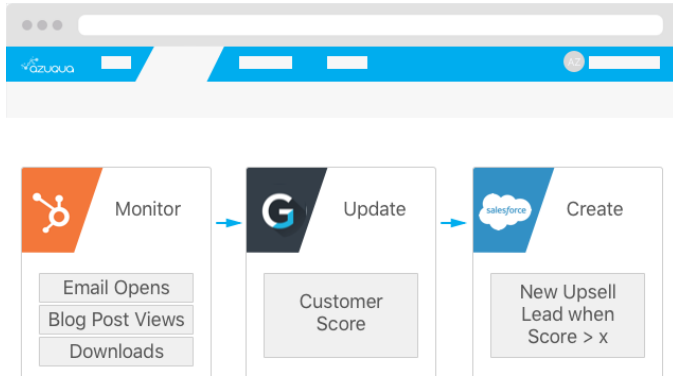
### Provide better support.

Stay up to date on your customers' support tickets even if they weren't submitted to you, track progress of issues with engineering, and increase customer satisfaction.

### Enrich customer data.

Gain a deeper understanding of customers by updating their profiles with data from your customer community, payment system, Full Contact, and social media.

## Most Popular Use Cases

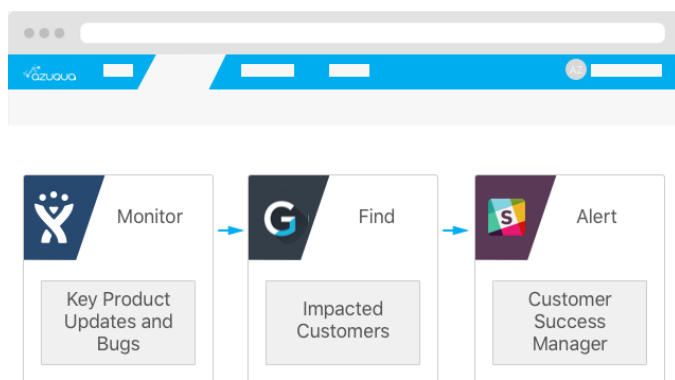
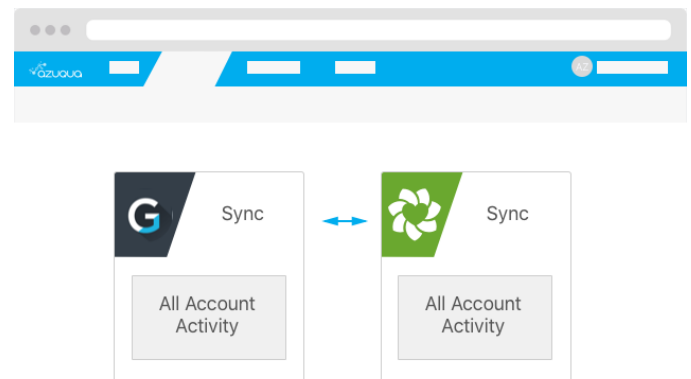


### *Increase Upsells with More Customer Data*

Leverage data about customer interactions with marketing communications to know what customers are interested in next.

### *Know Customer Problems*

Customers sometimes will contact support rather than reach out to their account manager. Make sure you know about every communication your customer is having with your company.



### *Connect to Engineering/IT*

Automatically map product roadmap to the customer accounts that are waiting for those features or bug fixes.

Gainsight actually uses Aziqua for this very purpose! [See the case study](#)