



How Chemsoft reduced support tickets by 30%



Challenge:

- Smooth user navigation
- Overloaded support
- Delayed access to regulatory updates

Feature-rich, complex software with multiple user roles using different platform features.

navigation challenges after long user absences.



Solution:

Automated in-support flow using the Help Center, Knowledge Base, and Hints.

Built with a low-code, easy-to-use tool, without the need for developers or sprints.

30% Reduction in support tickets



Increased customer satisfaction

“At Chemsoft, we prioritize a user-friendly platform experience. By implementing in-app support elements, we have empowered our customers to find answers independently, reducing recurring customer questions by 30% and relieving our support team.

Jaakko Tarhanen
Product Manager, Chemsoft

About Chemsoft

Chemsoft is a Sweden-based SaaS chemical management platform used by companies and industry professionals in over 80 countries. It helps users track and update chemical product inventories, conduct risk assessments, and manage approval processes.



How Chemsoft gets its users engaged:

Life Ring Button (Help Center)

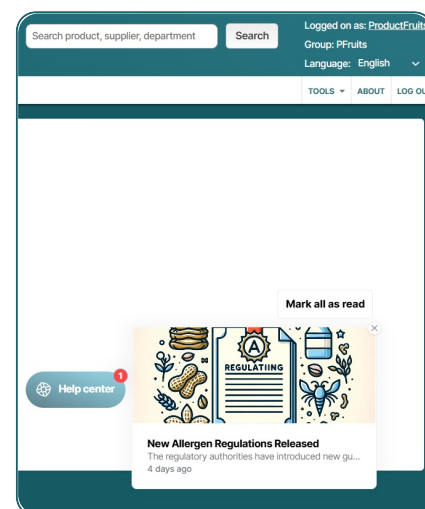
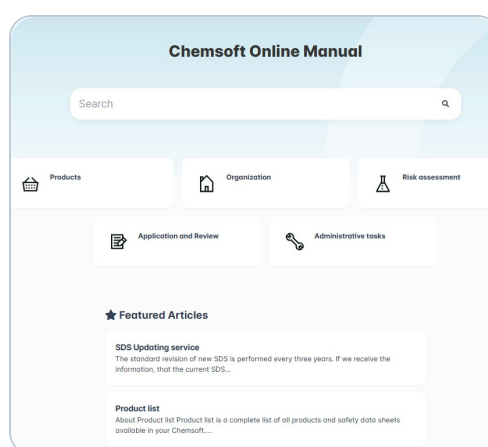
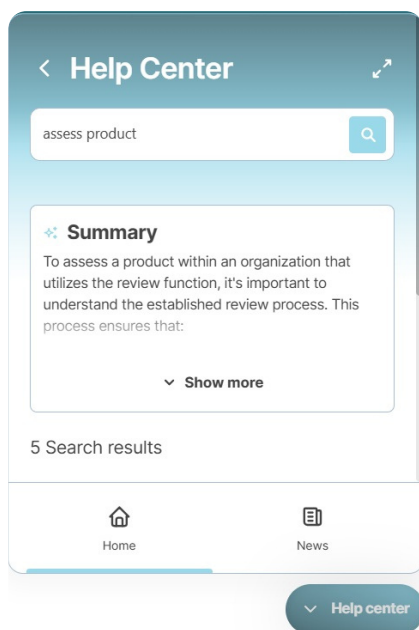
- Serves as a central onboarding and in-app support element in the platform, integrating:
 1. Knowledge Base articles with AI-advanced search functionality
 2. Newsfeed section with announcements

Knowledge Base Articles

- Serves as a central repository for all articles, tutorials, and technical documentation.
- Thanks to its seamless integration with the Life Ring Button, users can read the articles and tutorials in an expanded window directly from the Life Ring Button without needing to leave the platform.

Newsfeed Announcements

- Integrated in the Life Ring Button's bottom section, "News" provides users with information about critical regulatory changes and updates.



Power Tip: Using Analytics for onboarding optimization

Chemsoft's Product Team uses Product Fruits' Knowledge Base analytics to track top search keywords and analyze negative article feedback to further improve content clarity and address gaps in user onboarding.