



Driving Your Customers with Data.

We needed to let our clients know whether they were on track to meet their goals and do it in a way that used technology to enhance the relationship, not detract from it.

Gareth Jakeman | Praescius

Data doesn't lie: It removes the excuses and focused the conversation.

What we recommend.

1. Define client personas, solution set and strategy.
2. Build balanced scorecard of key behaviors.
3. Review the personnel fit to the cultural shift.
4. Aggregate key data to facilitate the change management.

What we learned.

1. Understand what behaviors drive your business strategy.
2. Technology should facilitate the relationship.
3. Make Domo part of your regular staff training program and team meetings.



Jarod Yoder | Merchant Acceptance

Use Domo as a competitive advantage by illustrating your company's value effectively.

How we did it.

- Choose visualizations that tell the story simply and easily.
- Drive usage through Buzz and Alerts.
- Increase value to client by illustrating value in shorter, effective meetings with clear visualizations.
- Increase client accountability.
- Use Domo to manage portfolio performance, create benchmarks, justify decisions, and as a competitive advantage.



Want more?

[Top 10 Dashboard Design Best Practices](#)

[Buzz Overview Video](#)

[Personalized Data Permissions](#)

DOMOPALOOZA

Your Revolution. Your Success.

We can help. Following the journey of other Domo Revolutionaries is just a call or click away.



UNIVERSITY

Build your technical skills. Train your team.

<https://university.domo.com>

Browse the [Knowledge Base](#) for access to over 1,000 articles, instructions, and best practices.

APPS

- Learn all the basics for building your own Domo apps. Visit Developer.domo.com.
- Install and try out apps from hundreds found in the [Domo Appstore](#).
- Engage the Domo App team to help you create custom Domo apps. Contact your Customer Success Manager or Account Executive today.

CONSULTING

Engage Domo experts to augment your team:

- Cultivate a mature data strategy
- Fuel your MajorDomo evolution
- Execute complex deployments

Email consulting@domo.com, contact your Domo Customer Success Manager or Account Executive to learn more.



Keep the Domopalooza conversations going long after you go home. Find fellow Domopalooza attendees in Dojo, the Domo online community: <https://dojo.domo.com/dp17>.