

# User Management in the PLG Era



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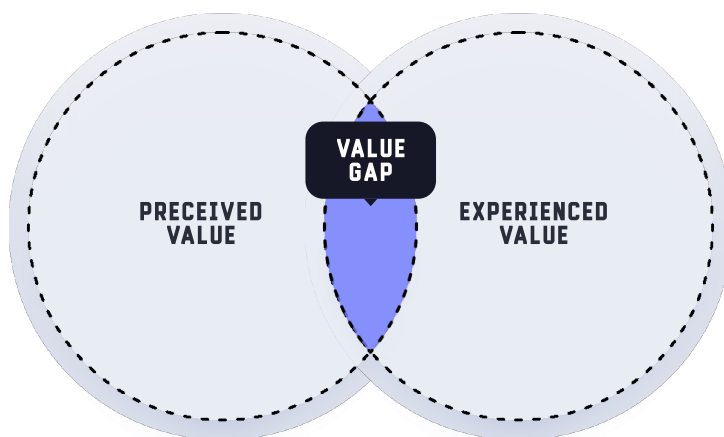
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# PLG and User Management

Product-Led Growth. More and more SaaS companies are looking to make the shift to PLG, but are often not sure how to get it done. In a nutshell, this is all about injecting self-service into the entire life cycle. This starts from the engineering teams, where developer-joy levels need to be elevated by letting them focus on innovation. When it comes to end-users, they need more in-app freedom and less friction.

Furthermore, PLG goes beyond the aforementioned aspects. It's more of a philosophy, just like DevOps revolutionized engineering around a decade ago. There have been massive shifts in the SaaS space in recent years, where businesses simply can't really predict who'll be using their products and what the usage levels will be. The boundary between B2B and B2C is vanishing.

With end-users now expecting top-notch user experiences from the get-go, apps today need to demonstrate value from the onboarding stage, all the way to billing and subscriptions. The value gap needs to be reduced with less in-app friction and self-served user management for elevated customer satisfaction. You should also ideally know to measure usage metrics in real time to be on top of things.

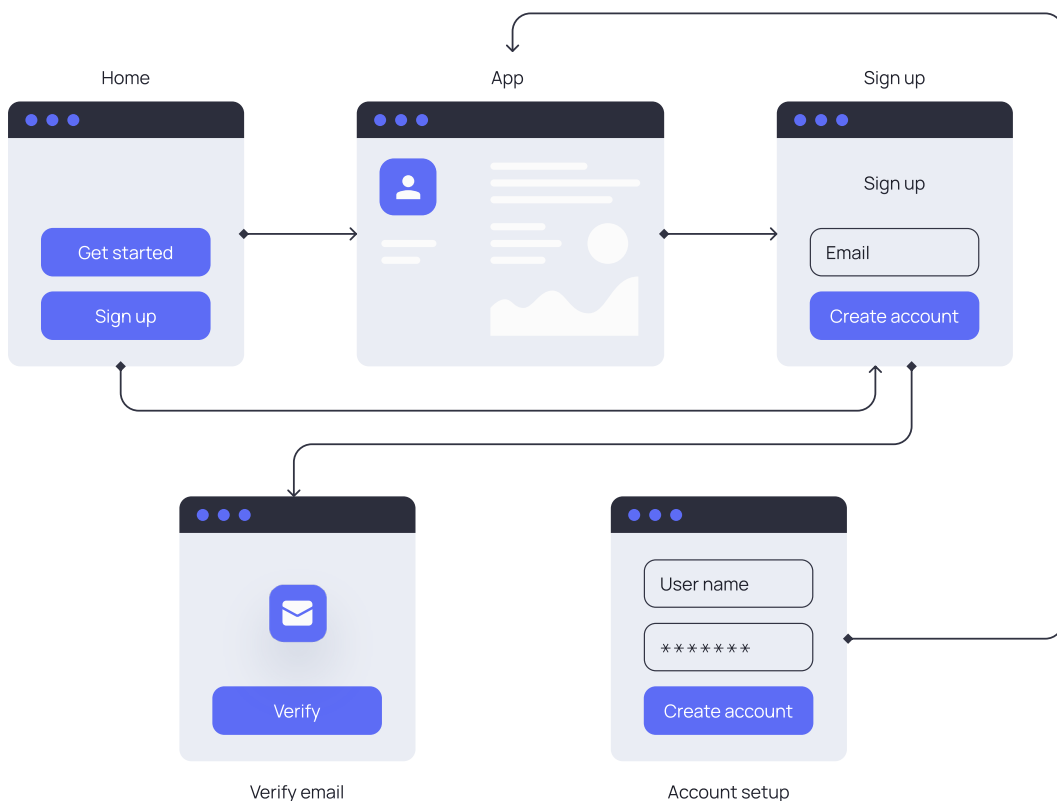


This guide will cover the key aspects of user management and how you can implement them to really make your SaaS product a PLG-d one for optimal results. We'll also be introducing you to Frontegg and how it can power your PLG efforts.

# User Onboarding and Sign Up Flows

Your signup flow is the door to your application. As per recent studies, [up to 60% of users](#) tend to abandon applications after the first touch. While you do want to gather identifiable user data to onboard people properly and craft relevant journeys for them as they start using your app, you also need to understand that this step creates a lot of friction. User onboarding and signup flows are huge PLG challenges.

Since PLG is all about eliminating friction, you can move away from traditional sign up flows, where the application can be accessed after inputting an email ID and password, setting up the account, and confirming the signup via email. [This cumbersome flow can now be replaced with “lazy sign ups”, where the user can use the app instantly and set up later after experiencing the “a-ha! moment”.](#)



Instant application access flow. Example: Typeform



But it doesn't stop there. You'll also need to reduce friction by simplifying signing in processes. The old usernames and passwords have to be phased out to create a truly PLG-d application. Here are some proven and tested alternatives.

- Passwordless authentication with [Magic Links](#)
- [Social Logins](#)
- Authentication with biometrics and/or eye scanners
- [Single Sign-On \(SSO\)](#)

The aforementioned steps should be complemented with a comprehensive user onboarding flow that's supplemented with video guides and strategic in-app guidance at sensitive touch points. All of these should aim to bring the user to the "a-ha! moment", after which everything becomes easier. Once the experienced value goes up, your product is basically selling itself without external intervention.

# Roles and Permissions

User management is arguably the most overlooked aspect of Product-Led Growth. SaaS providers now need to have complete control over who is accessed what, a need that has arisen due to the multiplication of use cases and user tiers. A lack of end-to-end coverage can result in mismanagement, confusions, and in many cases even downtime that can cause irreversible damage to the business.

When it comes to permission management, it's no longer enough to have admins and users. The roles and permissions need to be more granular in design. They should be able to be segregated based on organizational structure, function-based constraints, or separated based on geo-location. Regardless of the requirements, these permissions need to be customizable and revocable on-demand.

Here are three more considerations you must include in your PLG planning:

- [Multi-Tenancy](#) - Your app needs to be multi-tenant by design. You can then make it behave differently for specific users, without putting additional stress on your developers since everything is running on the same infrastructure.

- **Self-Service** - PLG is all about reducing friction. With self-served features, your customers can take control of the app without opening multiple support tickets and giving end-users what they want with just a few clicks.
- **Security and Audit Logs** - Enforcing a strong security is no longer a choice. SaaS companies need to document all data access and enforce a data policy on an ongoing basis. Audit logs should be available on-demand.

End-to-end user management is helping create strong and robust SaaS applications that offer a frictionless onboarding experience and smooth usage expansion. A true Product-Led Growth enabler.

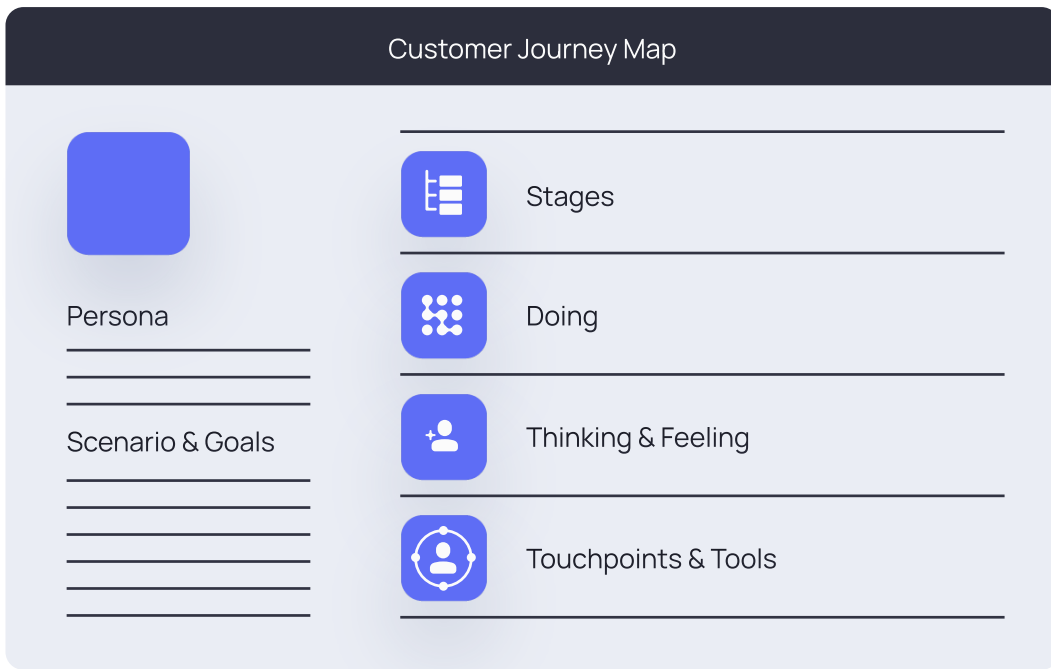


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**Aviad Mizrahi**  
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# Product Usage and Analytics

First and foremost, let's circle back to onboarding and sign in flows. Once you have established a robust and user-friendly experience, you also need to know how it's performing. PLG is all about analytics and using data to fine-tune your ecosystem. [That's why you must have the right tools to measure onboarding effectiveness, software to analyze your funnel, and solutions to track key KPIs and metrics.](#)

One effective way to get started is creating (and updating) a customer journey map. This map helps you visualize how users are interacting with your product. It also helps you predict what potential actions the users may take and allows you to prepare in advance for those crucial touchpoints. Customer journey maps also help product experts communicate their requirements to devs in a more clear manner.



The customer journey map

To create a comprehensive customer journey map, you'll need to:

1. Define your customer journey objectives
2. Define your target personas (B2B, B2C, Hybrid)
3. Define the various customer stages (awareness, onboarding, billing, etc.)
4. Define customer usage behavior (expected vs desired)
5. Define strategic touchpoints and implement the right tools

All in all, creating a Product-Led application is all about eliminating blind spots and unpredictable touchpoints. Your SaaS offering needs to be air-tight and all user actions need to be monitored in real-time for a truly proactive approach.

This is where analytics come into play.

While shifting to PLG, there is no place for assumptions or guesswork. Reporting needs to be precise and customized for the right target audience. For example, CEOs and business leaders will need more high level data, while CTOs and product experts will need drilled-down reports. More and more companies are conducting stakeholder surveys to create a seamless cross-department ecosystem.

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Here are some useful tools you should consider today:

- [Trend Analyzers](#) - Google analytics, Heap, Mixpanel
- [Walkthrough and User Flow Monitoring](#) - Walkme, Pendo
- [A/B Testing Tools](#) - Split.io
- [Video Session Recording Solutions](#) - Smartlook, Clicktale, FullStory
- [Heatmaps](#) - Crazy Egg, Hotjar, Lucky Orange, Mouseflow

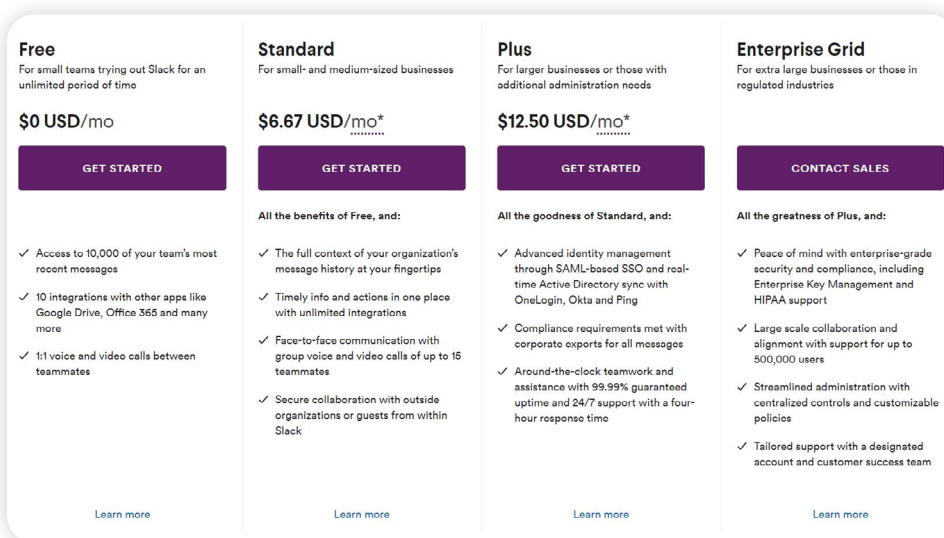
It's important to break down and provide users with data regarding their usage, while also gaining insights for internal use. By doing so, you are increasing transparency, building trust in your product's value, and increasing product-led growth.

# Billing and Subscriptions

It's hard to imagine that just a decade ago companies had call centers and customers calling in to close deals. Billing and subscriptions have gone online with SaaS, with in-app purchases and upselling becoming a crucial PLG aspect.

Before getting started, here are the two main pricing model types:

- [Usage-Based](#) - Also known as Consumption-Based pricing, here the pricing is decided based on the user's usage frequency.
- [Subscription-Based](#) - Here the SaaS provider defines feature-based pricing tiers where the user can choose and upgrade if needed.



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<b>All the goodness of Free, and:</b>	<b>All the benefits of Free, and:</b>	<b>All the goodness of Standard, and:</b>	<b>All the greatness of Plus, and:</b>
<ul style="list-style-type: none"><li>✓ Access to 10,000 of your team's most recent messages</li><li>✓ 10 integrations with other apps like Google Drive, Office 365 and many more</li><li>✓ 1:1 voice and video calls between teammates</li></ul>	<ul style="list-style-type: none"><li>✓ The full context of your organization's message history at your fingertips</li><li>✓ Timely info and actions in one place with unlimited integrations</li><li>✓ Face-to-face communication with group voice and video calls of up to 15 teammates</li><li>✓ Secure collaboration with outside organizations or guests from within Slack</li></ul>	<ul style="list-style-type: none"><li>✓ Advanced identity management through SAML-based SSO and real-time Active Directory sync with OneLogin, Okta and Ping</li><li>✓ Compliance requirements met with corporate exports for all messages</li><li>✓ Around-the-clock teamwork and assistance with 99.99% guaranteed uptime and 24/7 support with a four-hour response time</li></ul>	<ul style="list-style-type: none"><li>✓ Peace of mind with enterprise-grade security and compliance, including Enterprise Key Management and HIPAA support</li><li>✓ Large scale collaboration and alignment with support for up to 500,000 users</li><li>✓ Streamlined administration with centralized controls and customizable policies</li><li>✓ Tailored support with a designated account and customer success team</li></ul>
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Pricing Options. Courtesy: Slack

Most PLG-d companies are already offering Freemium versions, or in many cases unlimited access for a limited amount of time. The main goal of these new techniques is to make the user an advocate for the product. Once value is demonstrated in real-time in an “a-ha! Moment”, the user essentially becomes your product-advocate, often bringing in more colleagues or friends. That’s PLG, folks.

Getting started involved five main steps:

- Decide on payment options
- Define and configure recurring billing
- Enable customization and personalization options as required
- Integrate with a whitelabel solution of your choice
- Select a platform that is best for your budget and needs

# Product Security

Getting PLG-d and scaling up fast(er) can be a double edged sword from the security standpoint. Once your application or service is being used in multiple locations by multiple customers, you have to demonstrate compliance on an ongoing basis. For example, there’s the GDPR in the European Union (EU), while California businesses have to adhere to the CCPA guidelines.

Sustainable compliance can be achieved by implementing strong Single-Sign On (SSO) flows, ideally backed up with Multi-Factor Authentication (MFA). As mentioned in the roles and permissions section, a truly PLG-d application will

SaaS users often have unpredictable usage tendencies and fluctuating financial constraints. You need to have flexible, reliable, and dynamic billing infrastructure to supplement your PLG-d activity.

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also have the ability to empower customers. With SaaS businesses going global today, personalizable role creation and customizable security policies are also needed.

Other security recommendations for the PLG era include:

- **Prioritize Customer Independence** - GDPR security policies can vary from CCPA ones. Give your customers the flexibility to tweak accordingly.
- **Move Away from Password Authentication** - Passwords introduce risks, not to mention the stress that comes with database migrations and backups.
- **Build vs Buy? Buy!** - Building proprietary infrastructure takes time and is hard to maintain, with loopholes becoming more and more difficult to patch up.



# Summing it Up

PLG is all about making your product sell itself, while making admins and users the champions with as many self-served features as possible. With Frontegg's end-to-end user management solution you can do just that. All crucial features are plug-and-play in nature, allowing your devs to focus on innovation and customers to enjoy the most modern user experience with just a few clicks.



Implement PLG  
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