

PROCORE

How Procore identified top 2 construction accounting software for integration

Company Profile: Procore Technologies, Inc., is a construction management software, that helps firms drastically increase project efficiency and accountability by streamlining and mobilizing project communication & documentation.

The Objective

To further increase ease and functionality for its users, they wanted to develop a tool integrating Procore with other construction accounting software or packages. As a starting point,

The product team wanted to verify the idea of developing this tool and determine which accounting packages most of its clients used.

The Solution

The success of new products can be best gauged by determining how well it resonates with user needs. For it to meet the need of users, it is important to listen to the 'voice of the customer' as early as during the product development stage. Procore implemented the same when it created a New Product Development Survey using WebEngage. The focus being on 'building the right thing' that begins with knowing user requirements in the first place. The Survey posed two specific questions to Procore's users. One was to determine which are the most widely used construction accounting package within the sample, i.e. Procore's client base.

Key Result

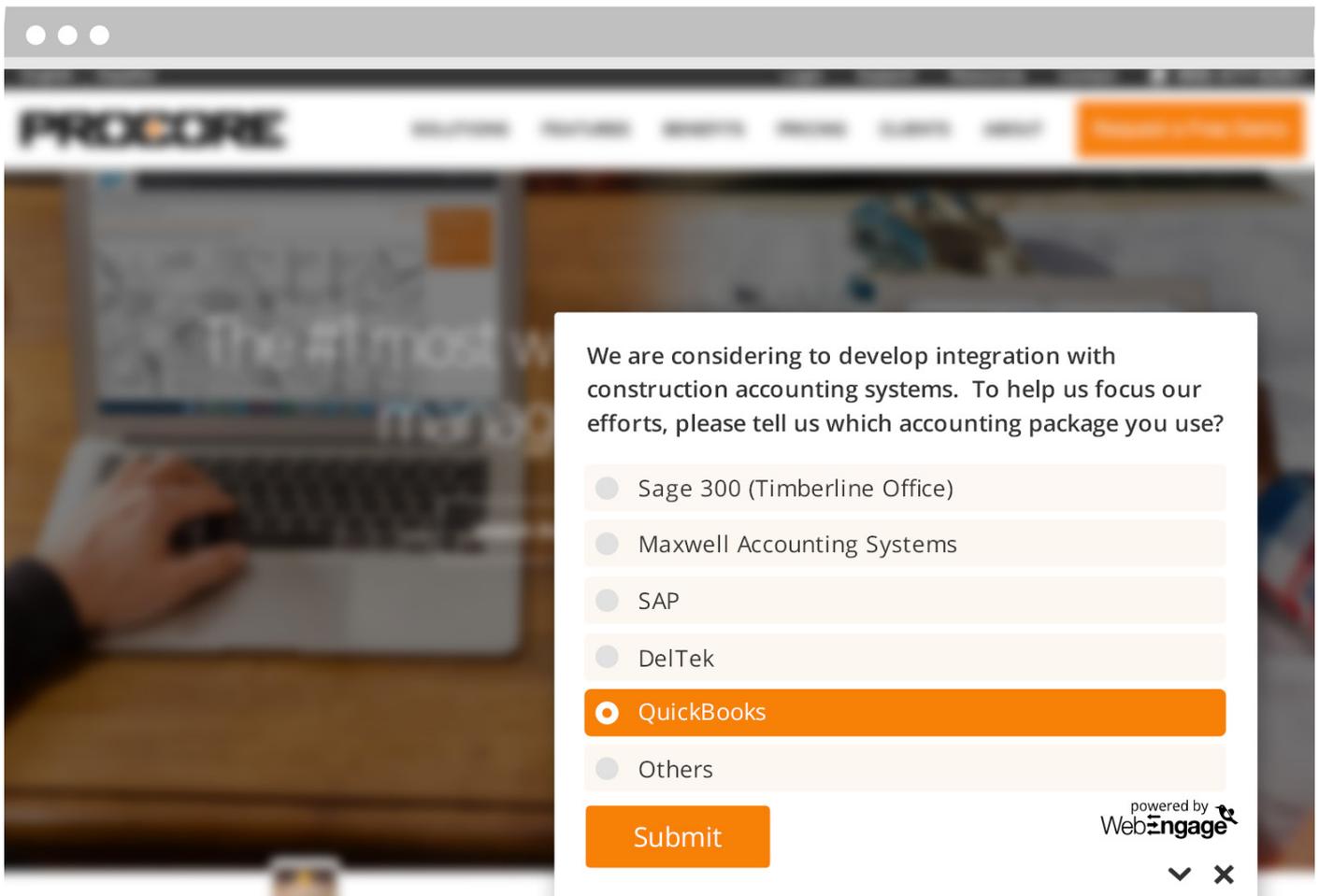
Through WebEngage's surveying platform, Procore was able to identify the two most widely used construction accounting software within its customer base. Procore used the responses to prioritize their tool's integration with more than 20 accounting software tools in consideration. Moreover, on an average 4 out of 5 Procore's clients saw value in having access to such integration, which came as a verified push for product development team.

Vincent Beerman,
Product Manager
Taulia Inc.

“ The insights gleaned from WebEngage's surveying platform have been critical to our product development processes. We aim to release products that customers love, and value. Also, we've found that running our surveys in-app with WebEngage gives us substantially higher response rates than 'old school' methodologies, like emailing surveys - sometimes response rates are 5-6% higher, meaning thousands more responses and insights that we wouldn't get without ”



Brandon Terry,
Director of Product
Procore



Other being, would they value a tool integrating Procore with other construction accounting packages. The question also had a comment option for users to share how they would want this integration to work.

The survey was intended to run in Procore’s application. Since each client account had multiple users, it was important to only target survey to ‘user account administrators’. The use of cookie-based targeting helped segment User Admins from other users. It also helped

check instances of recurrence & repetition. The process, short and simple, initially involves selecting appropriate template for Survey. Procore selected the **onsite-classic layout** that is apt to run quick, small surveys. The next step was to fill in details such as question text and choice of options. It is followed by setting the appearance in terms of overall theme, button color, background color, etc. Within minutes, the Survey was up and ready to go live.

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WebEngage is a multi-channel user engagement platform which automates communication across users' life-cycle. It enables you to connect with them via. Web Messages (notification, survey and feedback), In-App Messages, Push Notifications, Emails and Text Messages. WebEngage recently launched Journey Designer as part of their product portfolio. Using the Journey Designer, you can plan your engagement campaigns across multiple channels like web message, mobile app (push notification/in-app message) email & SMS.

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