

# 3

## MISTAKES

we found SaaS  
companies making in  
their **free trial** process

[callwhistle.com](https://callwhistle.com)



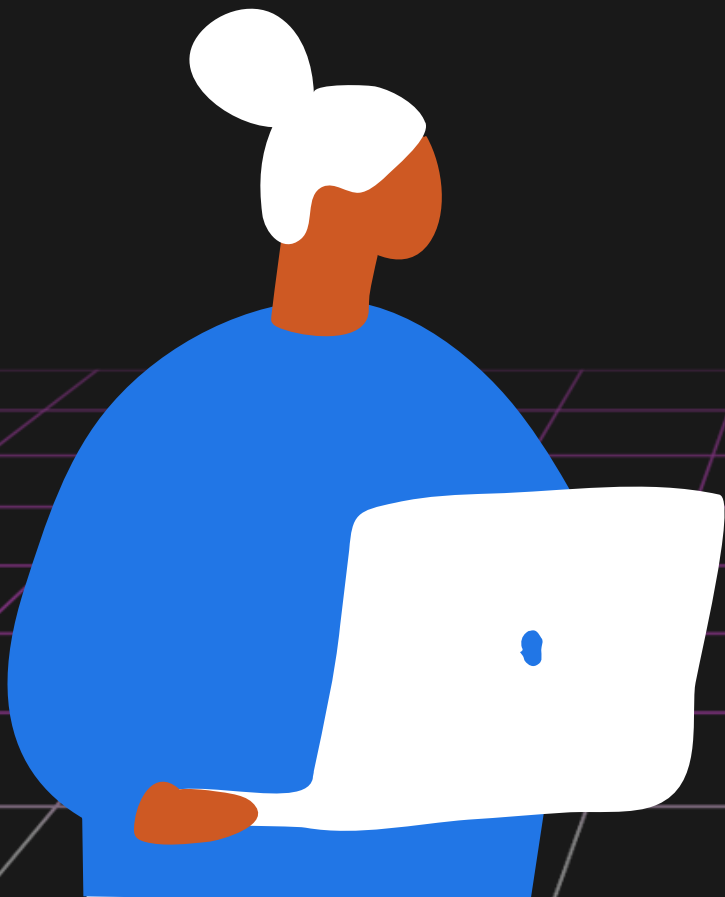


**UP TO 30%**

of companies did not follow up within 24 hours of having signed up for free trials.

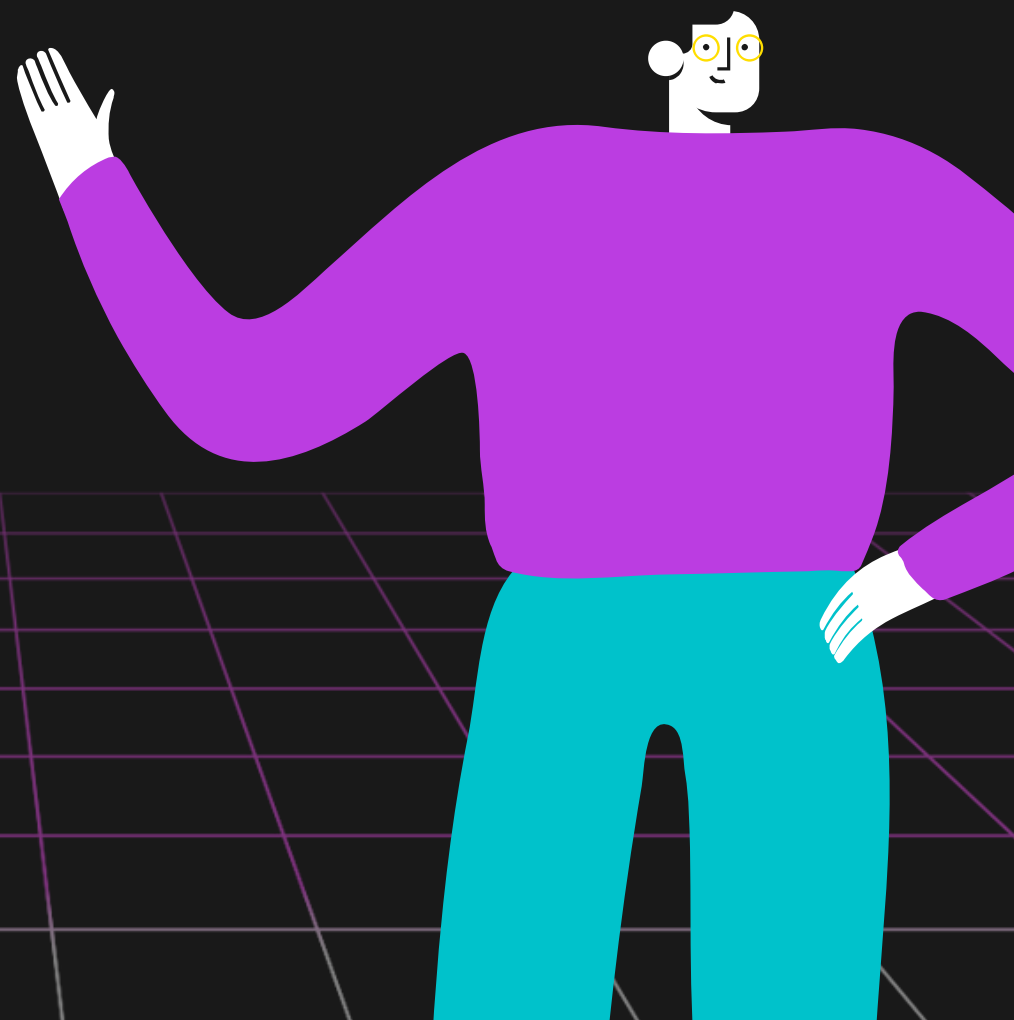
**70% OF THE**

follow-up communication consisted of generic copy-and-paste style emails, while only 30% of the companies reached out with a phone call.



# SEVERAL FREE TRIALS

provided very little or vague guidance after sign-up on how to use the product.



# SHARE YOUR THOUGHTS

on how SaaS companies can improve  
free trial processes.

More Sales.  
Simple.

