

# RelayOps GTM Launch: Messaging Matrix



Messaging Matrix: JTBD   RelayOps GTM Launch · RelayOps · B2B · Generated 2026-07-26

A role-specific JTBD matrix connecting RelayOps workflow intelligence to the operational progress, proof needs, objections, and demo triggers of US mid-market buying committees.

Use these messages for companies with 200–2,000 employees that have fragmented workflows across at least three systems and visible handoff or process-risk problems. Treat outcome, integration, and ROI statements as proof requirements until validated.

### Key Takeaways

- Lead with connected workflow insight, practical improvement, and measurable outcomes rather than positioning RelayOps as another dashboard.
- Use broken handoffs, fragmented systems, unclear ownership, and hidden process risk as the primary problem language.
- Tailor value by role: operations needs action and accountability, IT needs technical trust, and executives need prioritization and credible business value.
- High trust requirements make connector documentation, methodology transparency, security review, representative demonstrations, and validated outcome evidence essential.
- Keep claims about integration speed, alert accuracy, cycle-time reduction, avoided risk, and ROI in the proof plan until validated.

### Recommended Usage

- Use the role-specific rows to build landing-page sections, outbound sequences, demo narratives, and sales discovery questions.
- Anchor each campaign and sales conversation to one observable workflow problem rather than the full platform feature set.
- Route high-intent prospects to a tailored workflow diagnostic and product demo.
- Use the committee row to coordinate operations, IT, finance, and executive evaluation across the 30–90 day sales cycle.
- Preserve the three-message structure for ad, email subject-line, and sales-enablement testing.

### Next Steps

- Validate the ICP, JTBD language, objections, and message resonance through the planned virtual focus group.
- Confirm the highest-value workflow use cases within US companies of 200–2,000 employees using at least three relevant systems.
- Create a proof inventory covering connectors, security, data handling, alert methodology, implementation requirements, and outcome measurement.
- Develop a tailored workflow diagnostic that produces shared evaluation criteria without promising unsupported results.
- Translate validated messages into the 90-day content program and measure qualified demo requests as the primary conversion outcome.

## Messaging Matrix: JTBD

**When work repeatedly stalls between teams, help me identify where handoffs break down and what to improve so I can restore accountability without relying on manual investigation.**

### PAIN POINTS

- Missed handoffs create delays and rework.
- Ownership becomes unclear when work crosses teams and systems.
- Manual follow-up consumes time and makes recurring problems difficult to diagnose.
- Process issues can affect internal stakeholders or customers before leaders see them.

### FEATURES / BENEFITS

- Automated handoff mapping shows how work moves across connected systems.
- Bottleneck and process-risk alerts expose stalled work and unclear ownership.
- Workflow analytics help prioritize recurring operational problems.
- AI-generated recommendations suggest practical process improvements.

### MARKETING MESSAGES

- See where work stalls before the next handoff fails.
- Turn scattered workflow signals into clear accountability.
- Find the bottleneck. Fix the process. Keep work moving.

### PROOF NEEDED

- Product demonstration using a representative cross-functional workflow.
- Evidence that handoff mapping accurately identifies stalled work and ownership gaps.
- Validated examples showing how recommendations translate into practical process changes.
- Documented methodology for detecting bottlenecks and process risk.

### CTA

- Request a tailored workflow diagnostic.
- Book a product demo focused on a high-risk handoff.

### CHANNEL / FUNNEL FIT

- Problem-aware thought leadership on handoff failure and unclear ownership.
- Consideration-stage workflow diagnostic offer.
- Role-specific demo and sales follow-up for operations leaders.

When multiple process problems compete for attention, help me identify the highest-impact improvements so I can allocate resources with confidence and show measurable operational progress.

PAIN POINTS

- Leaders lack a connected view of process performance across teams.
- Competing operational issues make prioritization difficult.
- Resources can be spent on visible symptoms instead of root workflow problems.
- Operational improvement is difficult to connect to measurable outcomes.

FEATURES / BENEFITS

- Workflow analytics dashboards provide a connected view of workflow performance.
- Process-risk alerts help surface issues that need attention.
- AI-generated recommendations help teams prioritize practical improvements.
- Executive reporting supports communication of operational progress and potential ROI.

MARKETING MESSAGES

- Focus resources on the workflow problems that matter most.
- Move from operational noise to a clear improvement plan.
- See the risk, set the priority, measure the progress.

PROOF NEEDED

- Clear explanation of how RelayOps ranks or prioritizes improvement opportunities.
- Validated framework for connecting workflow changes to cycle time, risk, or resource outcomes.
- Sample executive reporting based on representative data.
- Evidence that insights remain actionable across different teams and workflows.

CTA

- Request a diagnostic of a priority workflow.
- Book an executive-focused demo.

CHANNEL / FUNNEL FIT

- Executive content about prioritizing operational improvement.
- Mid-funnel ROI and process-risk education.
- Sales discovery centered on one high-impact workflow.

**When business leaders need visibility across fragmented tools, help me connect relevant operational signals without forcing a system replacement so I can support the initiative while managing technical risk.**

#### PAIN POINTS

- Workflow data is fragmented across collaboration, project-management, and CRM systems.
- New tools can add integration, governance, and support burden.
- Business teams may expect insights before technical feasibility is established.
- Another standalone dashboard could increase system complexity.

#### FEATURES / BENEFITS

- Connectors are available for Slack, Jira, Salesforce, and HubSpot.
- Connected signals support cross-system handoff mapping and workflow analysis.
- RelayOps adds an intelligence layer across existing tools rather than positioning itself as a replacement system.
- Centralized workflow analytics can reduce manual cross-system investigation.

#### MARKETING MESSAGES

- Connect the workflow signals your existing tools leave apart.
- Add operational intelligence without replacing the systems teams use.
- Give operations a connected view without another manual data project.

#### PROOF NEEDED

- Technical documentation for each supported connector.
- Validated implementation requirements and deployment process.
- Security, privacy, access-control, data-handling, and governance documentation.
- Evidence supporting any claim about integration speed, maintenance effort, or administrative burden.
- Demonstration of data flow across a representative multi-system workflow.

#### CTA

- Request a technical workflow review.
- Book a connector and data-flow demonstration.
- Include IT in a tailored workflow diagnostic.

#### CHANNEL / FUNNEL FIT

- Technical evaluation content and connector documentation.
- Late-consideration security and architecture review.
- Committee demo with IT and operations stakeholders.

**When operational problems are difficult to see until they affect delivery or customers, help me detect emerging process risk earlier so I can intervene before the issue escalates.**

#### PAIN POINTS

- Leaders often discover workflow risk after delays have already compounded.
- Fragmented systems make early warning signals difficult to assemble.
- Recurring bottlenecks can threaten service quality and stakeholder confidence.
- Escalations consume leadership attention and disrupt planned work.

#### FEATURES / BENEFITS

- Bottleneck and process-risk alerts surface potential workflow issues.
- Automated handoff mapping reveals stalled transitions and unclear ownership.
- Connected workflow signals provide broader visibility across teams and systems.
- Executive reporting helps leaders monitor operational risk.

#### MARKETING MESSAGES

- See process risk before it becomes a customer problem.
- Catch stalled work before delays compound.
- Turn early workflow signals into timely action.

#### PROOF NEEDED

- Documented definitions and detection logic for process-risk alerts.
- Validation of alert accuracy and usefulness in representative workflows.
- Evidence supporting claims about earlier detection or avoided impact.
- Demonstration of how leaders move from an alert to a practical intervention.

#### CTA

- Request a process-risk diagnostic.
- Book a demo using a representative escalation path.

#### CHANNEL / FUNNEL FIT

- Risk-focused awareness content for operations executives.
- Consideration content explaining signal-to-alert methodology.
- Demo sequence built around a high-risk workflow.

**When I need approval for an operations-intelligence investment, help me connect workflow problems and proposed improvements to credible business outcomes so the buying committee can evaluate value and risk.**

**PAIN POINTS**

- Operational inefficiency is difficult to quantify across systems.
- Buying committees need a shared rationale for investment.
- A new entrant must overcome high trust and proof requirements.
- Finance and functional leaders may disagree about expected value and priorities.

**FEATURES / BENEFITS**

- Workflow analytics help establish a view of current process performance.
- Executive reporting supports communication with cross-functional stakeholders.
- Improvement recommendations can focus evaluation on specific operational changes.
- RelayOps is positioned around measurable improvement and operational ROI rather than dashboard creation alone.

**MARKETING MESSAGES**

- Make the business case for better workflow performance.
- Connect process problems to measurable improvement priorities.
- Give every stakeholder a clearer view of operational value.

**PROOF NEEDED**

- A validated workflow diagnostic methodology and baseline framework.
- Transparent assumptions for any ROI or outcome model.
- Evidence connecting RelayOps insights to measurable operational improvements.
- Role-specific evaluation materials for operations, IT, finance, and functional leaders.
- Validated customer evidence before using case-study, benchmark, or ROI claims.

**CTA**

- Request a tailored workflow diagnostic and demo.
- Build a role-specific evaluation plan with RelayOps.

**CHANNEL / FUNNEL FIT**

- Decision-stage business-case and ROI content.
- Sales-led committee evaluation.
- Executive demo followed by a tailored proof plan.

**When operations, IT, finance, and functional leaders evaluate a new workflow-intelligence platform, help us agree on the problem, technical requirements, expected outcomes, and proof plan so we can make a confident decision.**

**PAIN POINTS**

- Stakeholders define workflow problems and success differently.
- Operations wants actionable insight while IT prioritizes technical and governance risk.
- Executives and buyers require credible outcome and ROI evidence.
- A 30–90 day sales cycle can stall when evaluation criteria are unclear.

**FEATURES / BENEFITS**

- A tailored workflow diagnostic can center evaluation on a shared operational problem.
- Connectors and cross-system workflow analysis address technical and operational requirements together.
- Dashboards, recommendations, and executive reporting support different stakeholder needs.
- A defined proof plan can connect product capabilities to agreed evaluation criteria.

**MARKETING MESSAGES**

- Align every stakeholder around one workflow and one proof plan.
- Give operations, IT, and executives the evidence each needs.
- Turn a fragmented buying process into a shared decision.

**PROOF NEEDED**

- Role-specific success criteria agreed upon before evaluation.
- Technical, security, and data-governance documentation for IT review.
- A representative workflow demonstration tied to operational priorities.
- Transparent outcome and ROI measurement assumptions.
- Validated positioning feedback from the planned virtual focus group.

**CTA**

- Schedule a cross-functional workflow diagnostic.
- Book a committee demo with operations and IT.
- Define a tailored evaluation and proof plan.

**CHANNEL / FUNNEL FIT**

- Account-based outreach to operations and IT stakeholders.
- Multi-threaded sales discovery and committee demos.
- Decision-stage evaluation materials and proof planning.