

## Smart Onboarding Boosts Service Adoption and Customer Stickiness

Closing a sale doesn't mean you can bank on that customer. As companies know all too well, early-life churn is a cruel fact of business, and it's getting more and more prevalent as consumption behavior changes.

It's also quite expensive. Customers who churn because of onboarding problems are likely to cost you more money before they leave. In-bound complaint calls, repeat truck rolls, duplicate operational efforts, courtesy credits – they all add up fast. Plus, churn squanders the money you spend on new customer adoption. And since for every customer you lose you need to acquire two more, you end up allocating a bigger chunk of budget to subscriber acquisition costs and retention campaigns.

Wouldn't you rather be focused on growing existing accounts and acquiring net new business? Here's what's getting in the way:

**Installation experience:** With the onslaught of new products, technicians may not have the expertise to execute properly or fully educate customers about features and functionality. Or perhaps the service doesn't work as expected.

**Customer confusion:** Despite all the efforts you've put into education and self-service, customers still don't understand the scope of services or know how to use them.

**You're in the dark:** You don't know customers are unhappy unless they call to complain or terminate services.

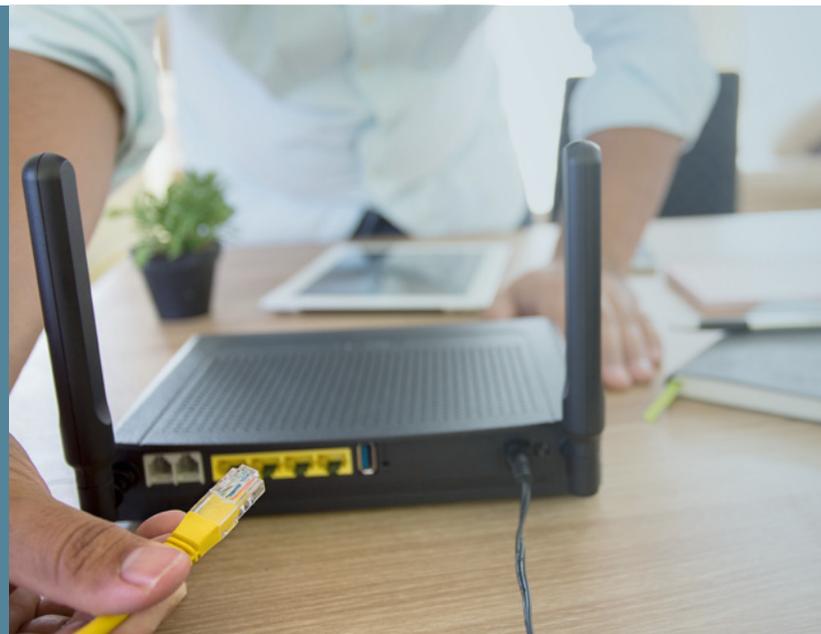
**You're in reactive mode:** Too much of your customer interaction is reactionary, trying to eradicate onboarding-related problems. Upselling and cross-selling don't work when your audience seems to have a foot out the door.

**Campaigns are guesswork:** There's no effective feedback loop. You're not sure why customers are churning so you can't create clear, effective strategies to combat it.

### OnProcess Onboarding Service

OnProcess Technology transforms customer onboarding, bringing clarity to you and your customers and eliminating key problems that cause early-life churn. Our Onboarding Managed Service intelligently and proactively communicates with and educates new customers. We provide the feedback and insights you need to keep them happy and loyal, increase adoption and open their wallets for more services.

OnProcess pioneered post-sale supply chain services over two decades ago and it remains our sole focus today. We leverage best practices honed over these years as well as our advanced analytics expertise to optimize your results.



## OnProcess Onboarding Components

### *Advanced Segmentation*

We segment customers by level of engagement with your services. This enables us to create dynamic, tailored outreach strategies, which may include providing white-glove treatment for those most at risk while directing others to self-service.

### *Proactive Outreach and Education*

We call customers immediately post-installation to confirm the service is working and, when not, take appropriate actions such as troubleshooting or scheduling truck rolls. We educate them on service benefits and features, make sure they're aware of self-service technology and tools, and help them connect.

### *Customer Pulse*

We take a Net Promotor Score (NPS) during each customer call to see how likely they are to recommend your company.

### *Feedback Loop*

We provide you with NPS and Voice of Customer details as well as scorecards, illuminating issues with customer behavior, education, installation and experience.

## OnProcess Onboarding Advantages

### *Reduce Early-Life Churn*

By proactively seeking and addressing customer concerns, and using new insights to improve education and installation, we help you retain more customers. A cable client who was being aggressively targeted by a competitor decreased early-life churn by 2.7 points in a key metropolitan area.

### *Increase Adoption*

Since customers now understand the features of the products/services they purchased, they're much more likely to use them. And the more customers use and benefit from them, the more likely they are to remain with you over the long term. A client who was introducing a home security service found this particularly true – its customers felt much more comfortable using the new service and stickiness soared.

### *Improve Customer Experience*

Our clients see significant increases in NPS – tangible proof that our nuanced, proactive outreach is effective. A top U.S. brand whose installation issues had been previously causing customers to cancel services gained a 250% boost in NPS, from 20% to 70%, as a result of our engagement.

### *Save Money*

You'll preserve money previously lost to early-life churn, like our client who equates its 7.1X ROI to \$12.2M in saved subscriber revenue. You'll also reduce related upstream and downstream costs, such as money spent on replacement customer acquisition and customer retention campaigns, inbound service calls and truck rolls.

### *Expand Existing Customer Revenue*

Happy customers are more willing to buy additional services. Thanks to the insights you have from OnProcess' Voice of Customer and segmentation, you can create tailored upsell and cross-sell campaigns that lead to higher conversions and more revenue.

To learn more about OnProcess' Onboarding Service, contact us at [sales@onprocess.com](mailto:sales@onprocess.com), **U.S. 508-623-0810, The Netherlands +31 (0)20 2184623, or visit [www.onprocess.com](http://www.onprocess.com).**

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