

HOW TO WIN

The Customer Onboarding Race



If you don't get your new customers up and running within 90 days, you might lose the race—and your customers. Here's how to avoid the pitfalls, cross the finish line and reduce customer churn.

GO

Reducing churn lead to **increased revenue, referrals and higher lifetime value.**³



30 DAYS
You're on track!

CAUTION

Limited Customer Understanding

Understand what your customers need and how well you are delivering at each point in the process.



60 DAYS
Dig deep!

CAUTION

Lack of Alignment of Functional Groups

Coordinate key functional groups such as service delivery, sales, support, operations and product development.

GO

Customers with the best experience generate

140% more revenue.¹



90 DAYS
Do you have what it takes?

GO

A modest increase in customer experience can generate

\$472M for every \$1B in revenue.²

Poor Communications

Align internal groups and communicate to the customer so they know what to expect at each step along the way.

CAUTION

You Win, Your Customers Win



**YOU
WIN**

- ☆ Faster onboarding
- ☆ Reduce customer churn



**YOUR
CUSTOMERS WIN**

- ☆ Receive a digital high touch experience
- ☆ See a clear picture of the onboarding journey
- ☆ Speed time to full deployment

1. Harvard Business Review, as reported in Chief Customer Officer Council Blog Post, 2017

2. Harvard Business Review, Bringing Value Onboard: Optimizing the B2B Customer Onboarding Experience, 2015

3. 5 Reasons for Customer Churn Your Company Needs to Address, HubSpot



Q2E

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About Q2E

Q2E began with the mission to develop simple, innovative solutions that allow companies to engage, measure and scale their sales through their partner ecosystem. Our solutions for Customer Onboarding and Vendor Incentive Management enable digital transformation through smart guided journeys that orchestrate and enable processes and workflows that cross enterprise boundaries.