

## The 2020 Customer Onboarding Report

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### Executive Overview

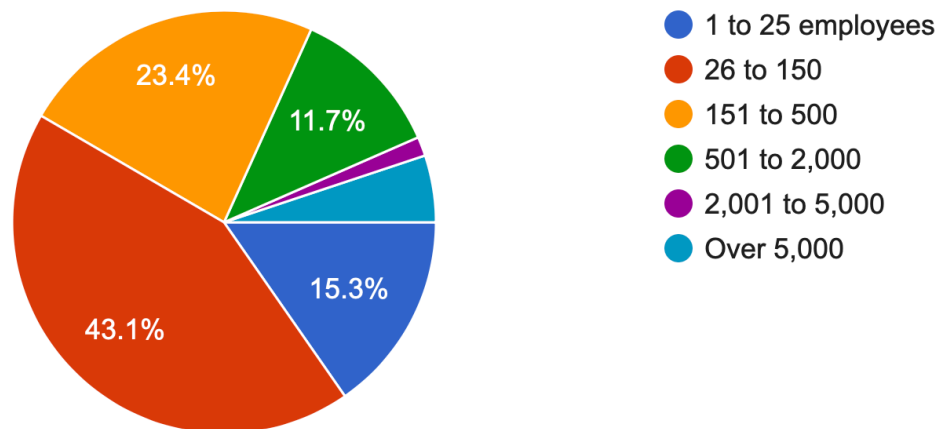
Interested to learn about the state of customer onboarding in the B2B software space? Read on to learn what 157 of your colleagues are up to, as well as helpful analysis and resources.

Onboarding is the action or process of familiarizing customers with your products and your services. Onboarding customers is the most important part of the customer journey because when customers adopt quickly, they renew forever. Despite this, many companies fail to invest in this critical stage of the customer journey.

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### Company Size

The majority of survey respondents come from small to mid-sized companies.



### New Customer Onboarding

It's wonderful to see over 92% of companies have existing customer onboarding approaches, regardless of their size. While this is great, it's only the beginning of what companies can provide their customers.

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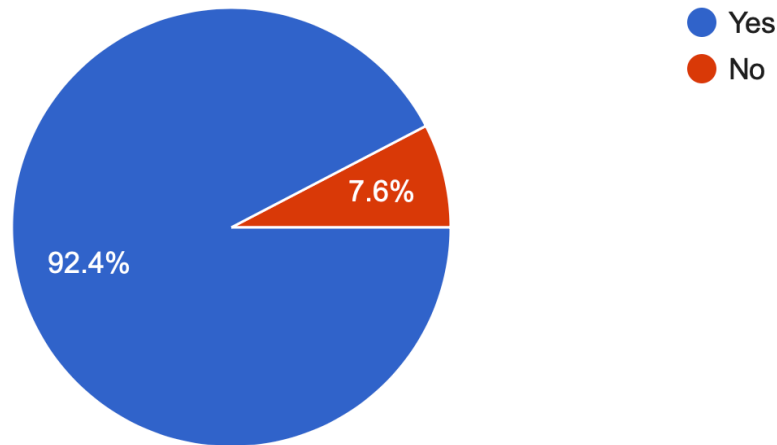


Figure 1. Do you have a process to familiarize new customers with your products and services?

### Internal Handoff

The good news is that most companies, nearly 75%, currently provide an internal handoff for new accounts.

Learn internal handoff best practices in the article:

[Don't let customers fall through the cracks. Four ways to nail the handoff.](#)

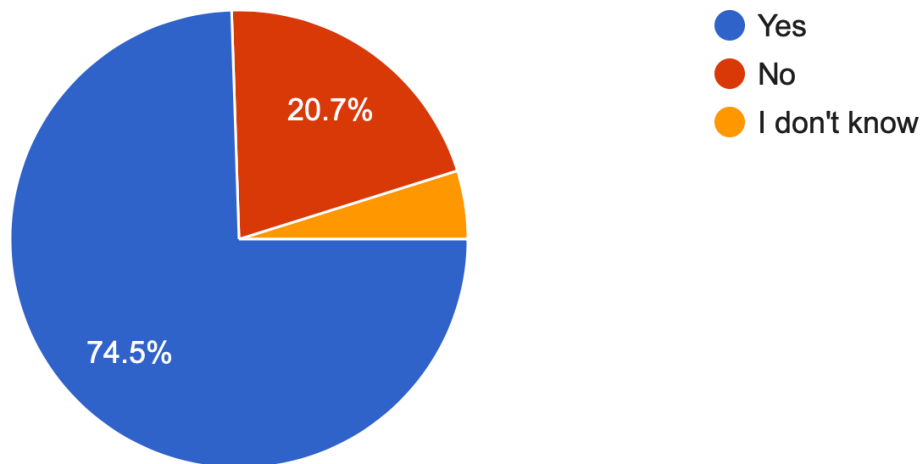


Figure 2. Do pre-sales teams and post-sales teams meet when a new deal closes to share information about the new account?

### Customer Handoff

When it comes to aligning customers teams before diving into implementations, about 70% of the companies provide customer handoffs.

Learn customer handoff best practices in the article:

[Don't let customers fall through the cracks. Four ways to nail the handoff.](#)

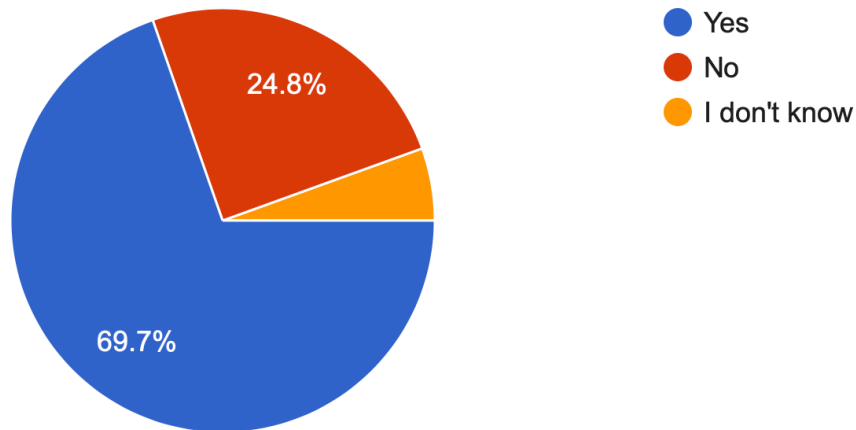


Figure 3. Do you meet with new customer's teams to make sure their buyers and users are aligned on the purchase objectives?

## Onboarding Delivery

CSMs lead the effort of delivering new customer onboarding at 51% of the companies. While this might currently work for you, be aware that a CSM focused approach limits your ability to scale. As you can see in the pie chart below, there is also a mix of consultants, support, product, and education teams involved, with most companies moving to more specialized roles as they mature.

Learn best practices to scale Customer Success in the article:

[The secret to scaling Customer Success](#)

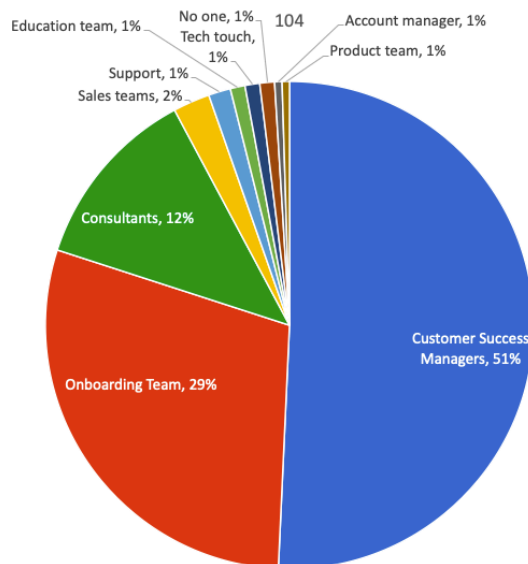


Figure 4. Who delivers new customer onboarding?

## Onboarding Time

Onboarding seems to take about 30 to 60 days for most B2B software

companies. A good portion of respondents have shorter onboarding timeframes, which is beneficial to help customers quickly reach value.

Learn best practices for decreasing the onboarding time in this article: [Seven Ways to Decrease Time to First Value](#)

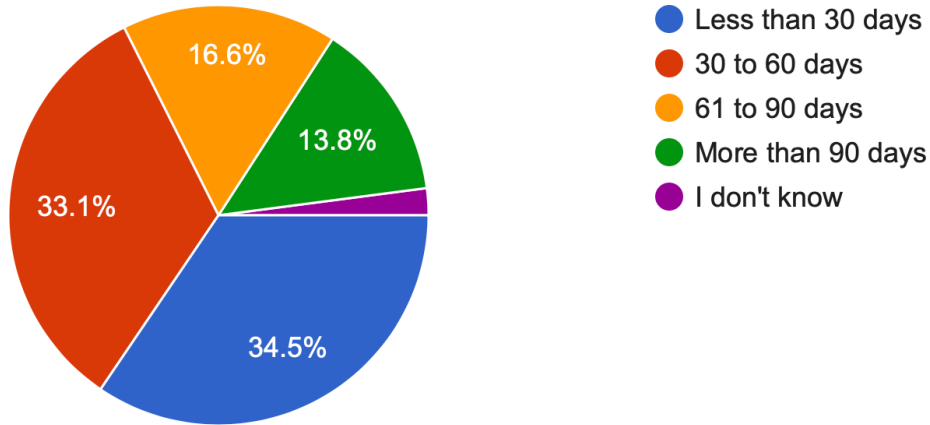


Figure 5. On average, how many days does it take to onboard a new customer?

#### Number of Accounts Onboarded

The number of accounts owned during onboarding is spread across the board here, with the majority handling 10 accounts or less. This could present scaling challenges.

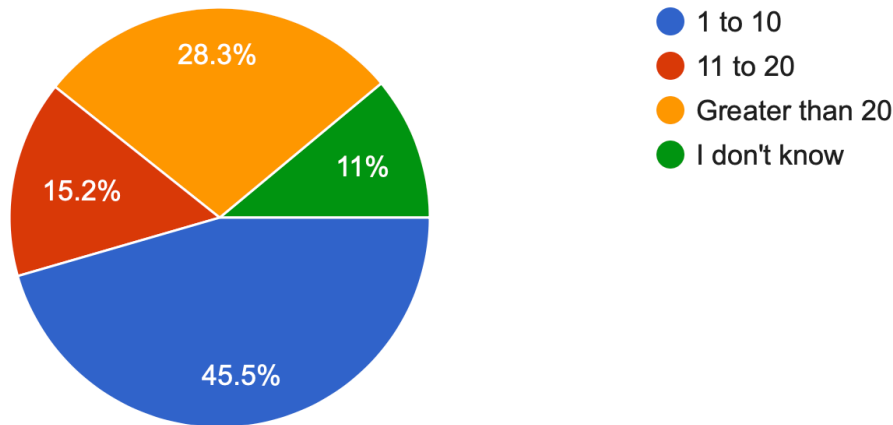


Figure 6. On average, how many accounts does each onboarding person / team manage during the onboarding period?

#### Time to First Value

First value is an important metric to track, yet most companies over 50% don't measure it. Ultimately, when you decrease time to first value, all those metrics you do care about improve. Product usage, MRR, ARR, renewal rates, NPS, and of course lifetime value all benefit from quickly driving customers to benefits in your products.

Learn first value best practices in these articles:  
[First value. Avoiding the trough of disillusionment.](#)  
[Seven Ways to Decrease Time to First Value](#)

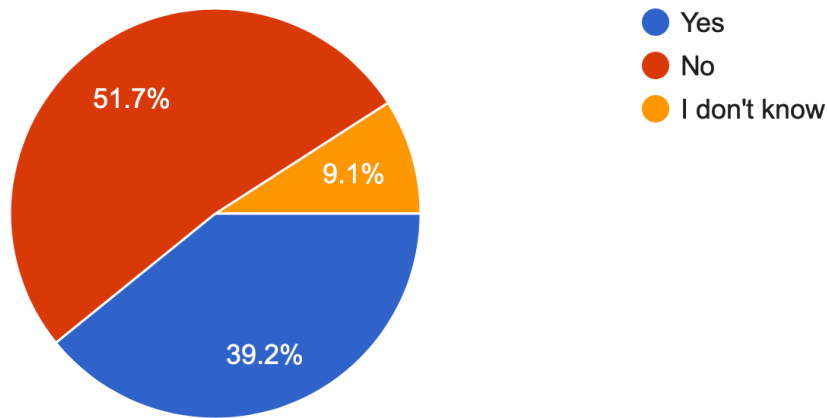


Figure 7. Do you track how long it takes customers to reach first value in your product?

### Customer Journey

About half of the respondents map their customer journeys. This process helps teams provide better experiences for customers, reduce reactive heroics to save accounts, and decrease churn. If you haven't mapped customer journeys yet, get started. Consider a customer journey mapping exercise, focusing on the post-sales experience.

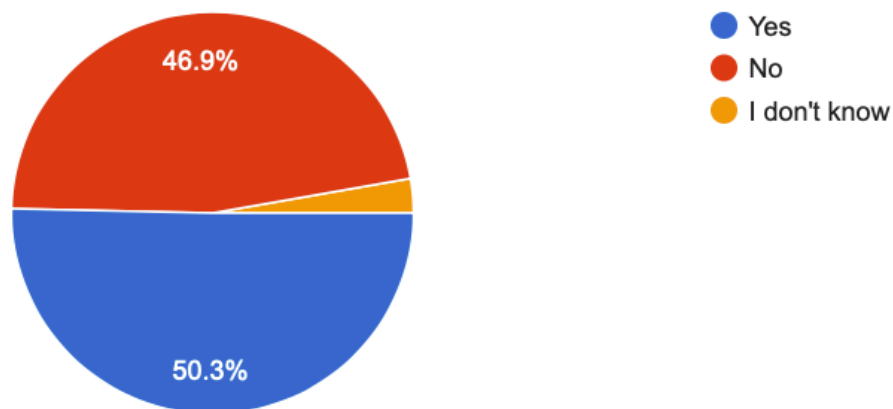


Figure 8. Have you formally mapped and documented the journey customers take after they purchase your product?

### Onboarding Metrics

While 10% of companies don't have metrics that track the impact of their onboarding programs, most companies leverage product usage, customer satisfaction surveys, and key deliverables during this critical part of the customer journey.

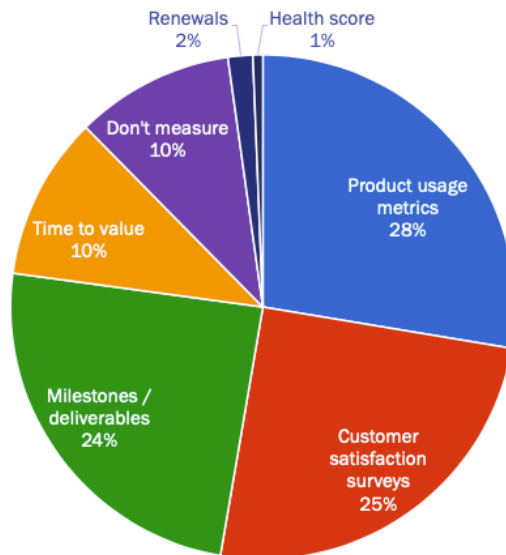


Figure 9. How do you measure the success of the customer onboarding program?

## Success Plans

Most respondents, nearly 65%, do not have tools to capture customer goals. A best practice is to use success plans to capture the initial goals, to increase transparency across customer facing teams and customers, and then to update as customers reach their goals.

Learn success plans best practices in the article:

[Don't let Customers wander down dark alleys. Why you need quick wins.](#)

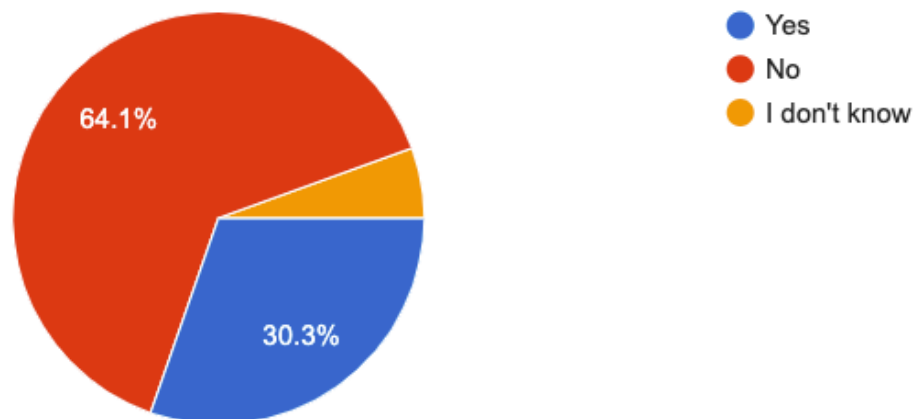


Figure 10. Do you provide a single place to capture customer goals & how to reach them, accessible for both internal teams and customers?

## Onboarding Fees

Nearly 70% of respondents do not charge for customer onboarding. When it comes to onboarding, you want customers to be invested and involved. That usually comes with charging for Customer Success. The gains are increased

customer engagement and accountability, as well as improved security for your team.

Learn more best practices for charging for onboarding in the article:  
[If You build it they won't come. How to construct a go to market plan.](#)

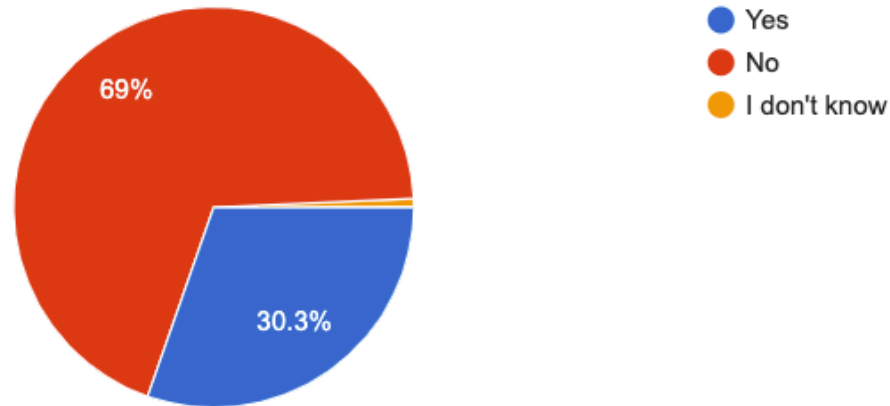


Figure 11. Do you charge for customer onboarding?

### Ongoing Onboarding

Over 60% of companies don't address the need to onboard new users in existing accounts, and this is a big gap. When a new account officially goes live, is when user adoption begins. Users are the actual people making use of your product to do their jobs. If you work with companies who have high turnover, then you especially need to address user adoption. Otherwise you will have a churn problem on your hands.

Learn user adoption best practices in the article:  
[Why customer onboarding never ends.](#)

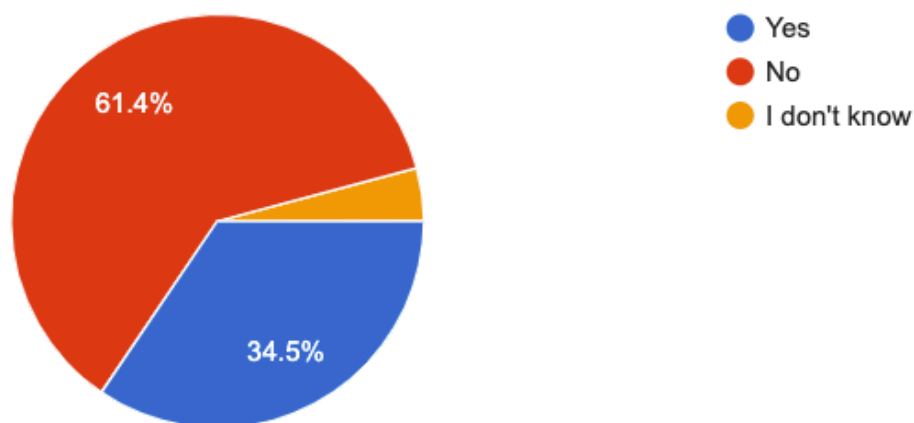


Figure 12. Do you formally onboard new users in existing accounts?

### Onboarding Tools

It looks like spreadsheets and CRMs compete for the main tool teams use to manage and deliver onboarding. Consider leveraging tools uniquely

designed for this purpose, like onboarding software and Customer Success platforms.

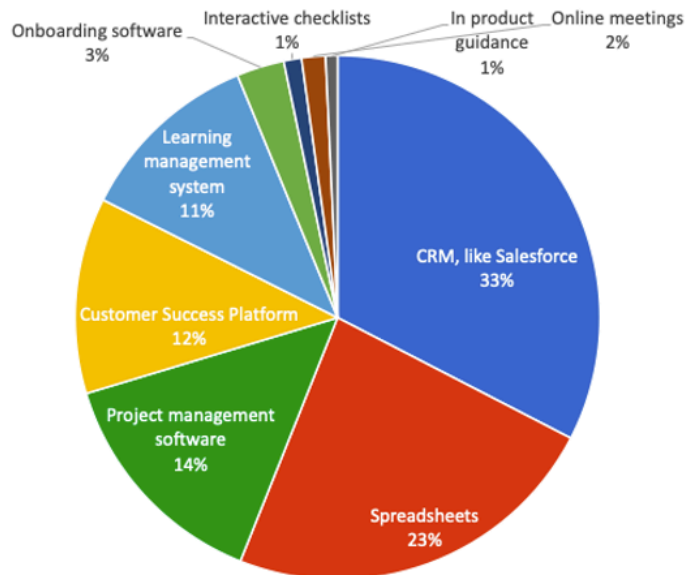


Figure 13. What tools do you use to manage and deliver onboarding?

## Product Adoption

CSMs deliver training at the majority of companies. With a CSM focused approach to enabling customers, the only way to grow is by adding additional CSMs to the team. Build repeatable, one-to-many enablement approaches and use CSMs as strategic advisors, not trainers.

Learn more customer enablement best practices in the article: [The secret to scaling Customer Success](#)

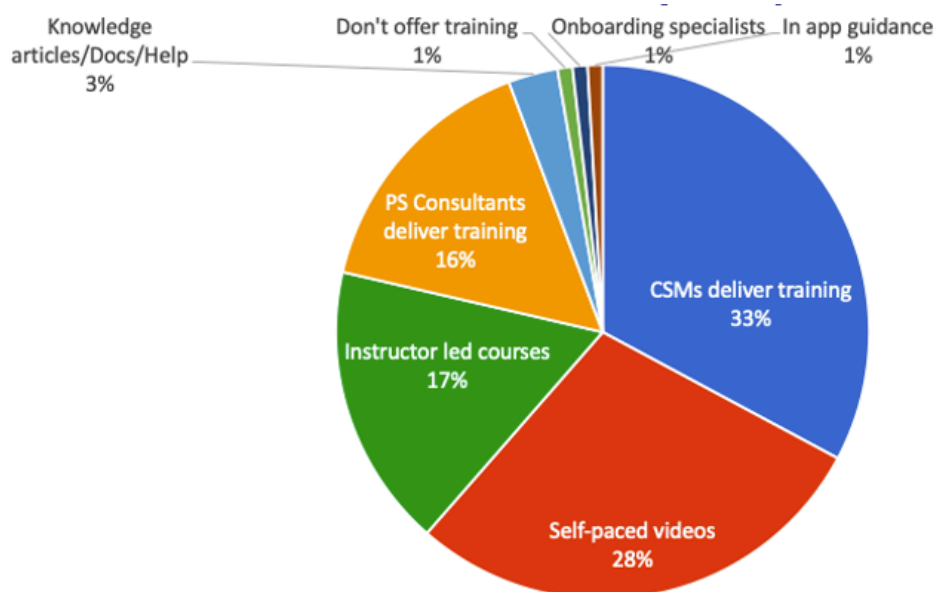




Figure 14. How do customers learn how to use your product?

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### The One Thing

Asking the “magic wand” question reveals what’s truly important to people. Below are the key priorities respondents shared; they also happen to be best practices for most teams to follow.

*If you had a magic wand, what’s the one thing you would change today about how you onboard and enable customers?*

- Have a clear value metric for internal teams and customers
- Simplify and shorten onboarding
- Use in-app onboarding and guidance
- Have dedicated onboarding and training resources
- Provide a consistent experience for customers
- Deliver self-paced onboarding and training
- Create a formal proactive and scalable onboarding process for all customers
- Implement a learning management system
- Improve customer accountability
- Improve access to data

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### Take Action

***What is the one thing you can do to improve your customer onboarding program?***

[Please reach out](#) if you’d like to discuss the data and your onboarding challenges and opportunities. We are here to help. We provide Trusted Advisor services to guide you and your teams to better onboard and enable your customers.

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Provided by  
Donna Weber



Customer onboarding expert, [Donna Weber](#), helps high growth companies create clients for life. Her boutique consulting firm provides advisory services, assessments, strategy, and orchestrated programs to onboard, engage, and enable your clients.

Services include:

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Customer Success  
Strategy



Scalable Customer  
Onboarding & First Value



Customer Journey  
Mapping



Current Customer  
Care & Maturity



Go to Market