



4 Ways to ...

Re-onboard Your Customers

01

Turnaround

It's never too late to turn around ailing customers. Re-engage with challenging customers & find out what they want & need to gain benefit from your solutions. Then take the right action to get things on track. Start with simple approaches so they obtain value quickly.

02

Build new relationships

Your customers have probably had massive employee turnover since they first acquired your product. Champions & users have come & gone several times. New stakeholders & users are struggling to grasp your solution. Whether their business has grown or dwindled since they first signed with you, new teams, users, & regions need your help to learn & adopt your product. That equals potential expansion for you.

03

New goals & directions

Priorities & goals have changed dramatically in the last six months, & you have an obligation to find out how your customers are doing these days. Find out what their toughest challenges & biggest priorities are, then partner to be part of the solution. Capture the current goals & desired outcomes in a new or updated Success Plan, which is also helpful for turnaround customers.

04

New products & features

Your solutions are constantly evolving. Do existing customers know how to gain benefit from all the features & products you rolled out since you initially onboarded them? Webinars & courses, whether live online or self-paced, are a valuable way to onboard existing customers to new products & features at scale.



DONNA WEBER