

# CUSTOMER ONBOARDING HORRORS & HEROES



## HORRORS

- Siloed teams
- Lack of accountability
- Too many people involved
- No executive owner or sponsorship
- Redefinition without action
- No rollout plan
- Not operational, no playbooks

## HEROES

- Ideal customer profile defined
- Change management
- Aligned teams & swim lanes
- Executive sponsor driving ownership & accountability
- North star metric
- Rollout plan
- Systems & playbooks



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