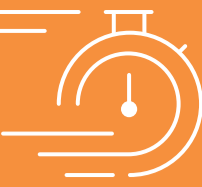


HOW TO WIN

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.



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



Increase Customer Understanding

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



Align Functional Groups

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



Customers with the best experience generate

140% more revenue.¹



A modest increase in customer experience can generate

\$472M for every \$1B in revenue.²

Improve Communications

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



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



For more information, contact us:

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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.