

3 Ways to Reduce Customer Support Costs with Better Onboarding





In a survey conducted of over 1,500 B2B companies, the median spent on customer support was **11%** of total revenue¹, growing year over year and now even surpassing the amount spent on marketing.

Serving customers will only prove to be more difficult and critical as customer expectations continue to grow. So how can businesses ensure they serve customers well while also keeping their costs down?

The first step is to improve the onboarding process.

In this guide, we'll walk through the following tactics to implement in order to make the process smoother for customers and more efficient internally:

- 1 Self-Service Account Management**
- 2 Knowledge Sharing**
- 3 Automation and Workflows**
- 4 Personalization**
- 5 Upselling and Cross-Selling**

¹ Spending Benchmarks for Private B2B SaaS Companies

Challenges with B2B Onboarding



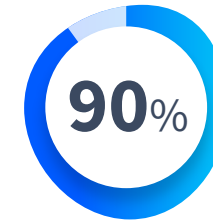
40-60% of B2B customers abandon onboarding processes in digital channels.

Many say that the process is too long or complicated (often both). For example, for the financial service sector, onboarding can take an average **32 days** and require **8** different interactions online.

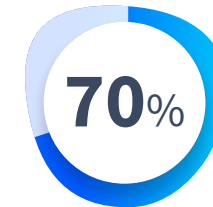
But getting this touchpoint of the customer journey right is critical to building a long-lasting customer relationship.

² 25+ Onboarding Statistics for User, Customer, and Data Onboarding

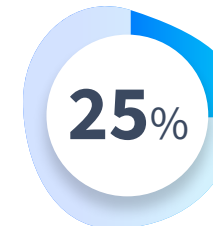
³ 4 Hidden Costs of Client Onboarding



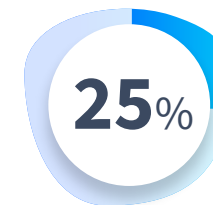
of customers think that companies could “do better” when it comes to user onboarding.²



of onboarding projects are not completed on time.



of each week is spent manually updating progress with various project tools.



of new client onboarding efforts are negatively impacted by poor communication.³

What is a Good Onboarding Experience?

When customers are onboarded successfully, they have a significantly higher customer satisfaction score in comparison to those who don't, according to a study done by J.D Power.

But what exactly makes for a good onboarding experience?

Onboarding cannot simply be giving customers the forms they need to fill out. In order to properly onboard customers, businesses must equip customers with all the information and tools they need to take full advantage of the product or service.

Once customers understand the value of their purchase, they will be more satisfied and desire to stay as a customer longer.

Ultimately, businesses should look to see how they can make the entire process smoother and simpler for customers. Businesses can do this with a robust customer portal solution.

According to recent research by McKinsey & Company, in fact, every one-point increase in customer onboarding satisfaction on a 10-point Net Promoter Score (NPS) scale resulted in a 3 percent increase in customer revenue.⁴

⁴ Hidden Costs of Client Onboarding



Increasing Onboarding Success at a Lower Cost with a Customer Portal

With a unified customer portal solution, businesses can deliver a single solution to help their customers understand the value of their product or service and be able to leverage it fully.

A powerful customer portal should include the following features that will help make onboarding more efficient and streamlined:



Self-Service Account Management



Knowledge Sharing



Automations and Workflows



Personalization



Upselling and Cross-Selling

1

Self-Service Account Management

Empower customers to sign up and complete the entire or majority of the onboarding process without needing to contact or check in with an agent.

In fact, 79% of customers now expect organizations to provide some level of self-service functionality, and this is predicted to increase as we move into a post-COVID world.⁵

Use self-service not only to satisfy and empower customers, but also to reduce internal resources and costs. When customers are able to handle a majority of the steps on their own, customer service teams have the time and resources to handle more strategic initiatives.

⁵ Reconsidering Self-Service in Light of COVID-19

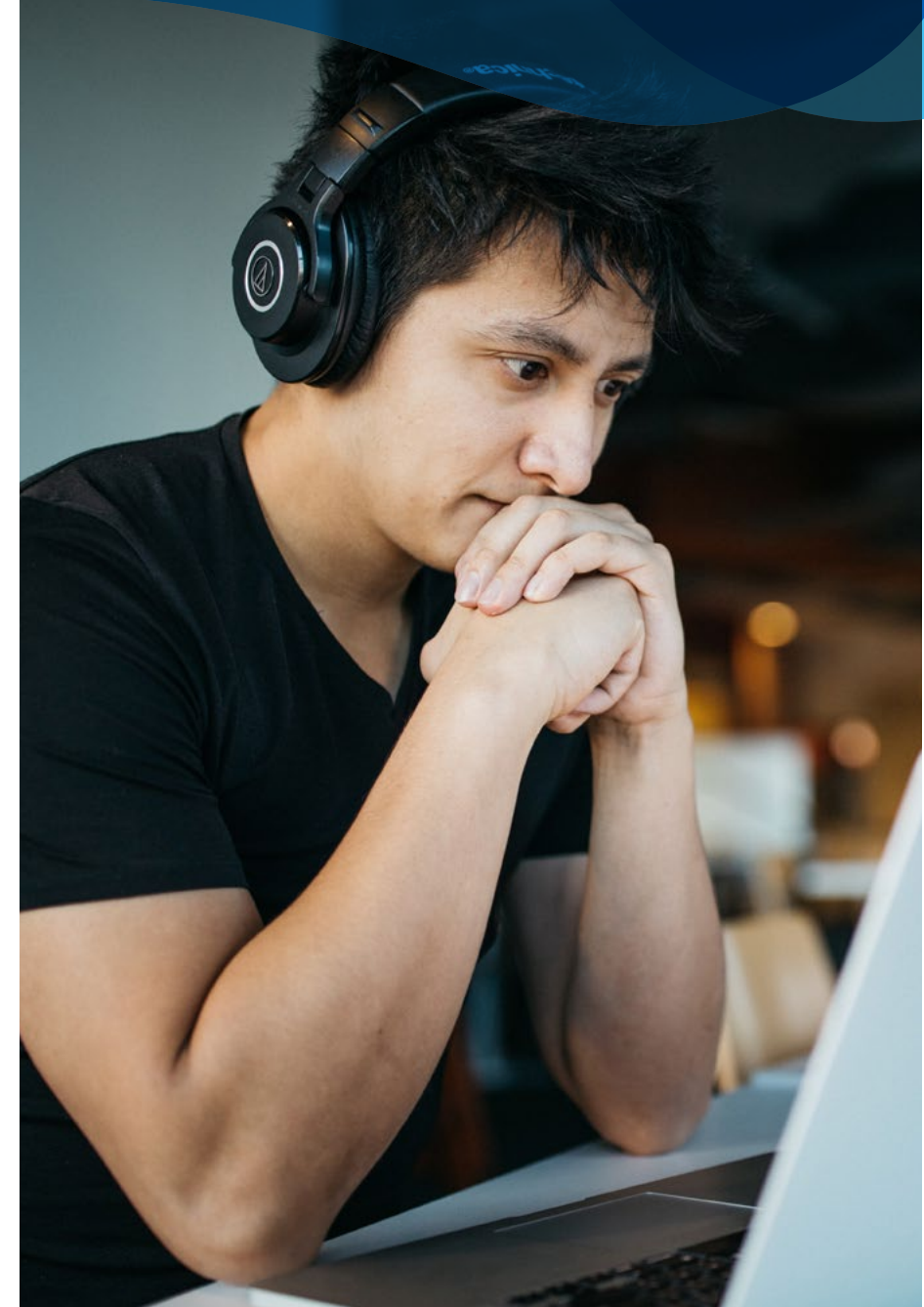


2 Knowledge Sharing

Empower customers to get the answers to questions faster on their own with features such as a knowledge base, FAQ, and forums.

With a knowledge base, customers can access a single repository for the product information, support documentations, and training materials that they need.

Additionally, let users answer each others' questions through a forum. This not only allows for a wide network of answers and real scenarios, but also builds a stronger community and loyalty.



3 Automation and Workflows

Onboarding is already a very complicated process, often involving multiple departments, forms, and regulations. These steps can cause bottlenecks during onboarding, resulting in a disjointed and prolonged process.

But not every step needs to be facilitated by a customer service representative.

By automating workflows, businesses can break down the barriers to a smooth onboarding and accelerate the entire process without needing to personally monitor and guide the customer through.

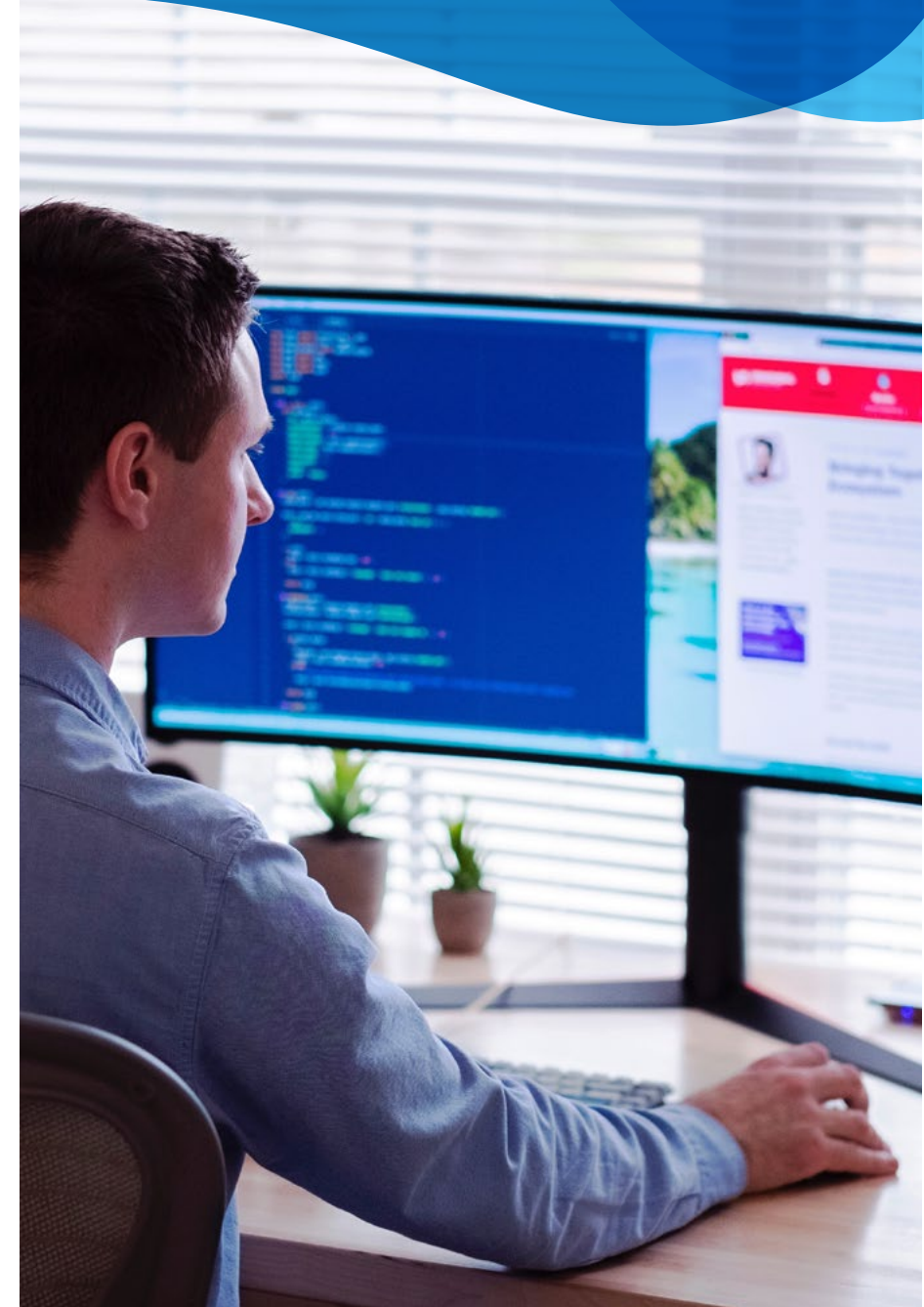


4 Personalization

Speed isn't the only component to success. Customers also want personalized experiences. **In fact, 59% of customers value personalization over speed when it comes to customer service.**

And customers are not hesitant to switch if they aren't given the tailored guidance they want. Wise leaders will get ahead of this and retain the customers they worked so hard to earn.

By delivering personalized guidance and content during the onboarding process, businesses not only make the process smoother, but also show that they value their customers' success.



5 Upselling and Cross-Selling

Take personalization further to recommend relevant services or products to existing customers. Leveraging existing information, businesses can reach and onboard customers to new products and services they might not have known about before.

Onboarding isn't just getting the customer familiar with the business or the particular product they've purchased. Successful onboarding happens when customers are able to take full advantage of their service or product and recommending additional purchases can help provide even greater value to customers.





Cutting Costs Not Experience

However, these improvements cannot be made with the sole intention of lowering costs. Ultimately, serving the customer well and enhancing the overall customer experience needs to be at the center of every strategy. But achieving that goal doesn't need to break the bank.

Download this e-book to learn more about 5 global businesses that were able to reduce their cost-to-serve and increased profitability [here](#).



Liferay makes software that helps companies create digital experiences on web, mobile and connected devices. Our platform is open source, which makes it more reliable, innovative and secure. We try to leave a positive mark on the world through business and technology. Hundreds of organizations in financial services, healthcare, government, insurance, retail, manufacturing and multiple other industries use Liferay. Visit us at liferay.com.

© 2022 Liferay, Inc. All rights reserved.