

Onboard Customers Faster with a Customer Portal

The sooner your customers can start using and seeing success with your product or service, the more likely they are to adopt it into their daily work routine and evangelize your products to other users.

However, digital onboarding requires more than just replicating manual processes online. With Liferay DXP, you'll be able to deliver a better onboarding experience that's not only simpler to complete for your customers, but also easier to manage for your internal teams.

Here are a few ways you can use Liferay DXP to make onboarding feel like a walk in the park for your customers and your internal teams:



Deliver Personalized Information and Content

Provide the information your customers need to be successful as they progress through the onboarding process.

With Liferay DXP's segmentation capability, you can deliver value to customers even more quickly.

- Display curated messages and content to guide users to the information they need to get onboarded.
- Surface personalized search results based on search history, role, and what others in a similar role have searched for.
- Recommend relevant content and products based on purchase history and what others have also purchased.



Define Step-by-Step Journeys

A customer portal can help you define step-by-step journeys that incorporate both online and offline interactions between you and your customer.

Use Liferay DXP to:

- Group customers together based on segmentation criteria such as role or location.
- Build custom journeys according to those segments. For example, a customer in a specific region may have to complete specific legal training due to the area they operate out of.



Set Up Automated Tasks and Notifications

Reduce the mundane and time-consuming steps from your team's queue so that they can focus on higher priorities. Liferay DXP allows you to:

- Set up automated reminders to let customers know where they are in the onboarding process and what steps they need to finish.
- Create workflows that can be triggered with the right steps, so that customers can onboard themselves without needing a rep or team member to be involved.

How a Global Construction Leader Accelerated Onboarding by 80% with Liferay DXP

Putzmeister, one of the world leaders in construction and underground mining, wanted to provide more seamless customer experiences for over 1,550 customers.

With their new customer portal built on Liferay DXP, Putzmeister was able to automate user registration processes, and now customers can register independently using self-service tools, accelerating the entire process by 80%. **Read the full case study [here](#).**

To learn more about how a customer portal can help your customers and teams be more efficient, visit our [Customer Portal page](#).

Liferay helps organizations build for the future by enabling them to create, manage, and scale powerful solutions on the world's most flexible Digital Experience Platform (DXP). Trusted globally by over a thousand companies spanning multiple industries, Liferay's open-source DXP facilitates the development of marketing and commerce websites, customer portals, intranets, and more. Learn how we can use technology to change the world together at [liferay.com](#).