

# CUSTOMER ONBOARDING FRAMEWORK

Great onboarding helps customers to quickly get up-to-speed so they can start experiencing the benefits of using your product.

This handout contains a series of activities to help you plan your customer onboarding strategy.

The Wildbit logo consists of the word "WILDBIT" in white, uppercase, sans-serif font, centered within a dark green rectangular box with a subtle vertical line pattern.

## STEP ONE

### Know Your Customer

Let's get started by taking some time to think about the goals and expectations of your ideal customer.

**Who is your customer?**

**What are their goals?**

## STEP TWO

## Identify Your 'WOW' Moment

List all of the activities a customer may perform when using your product and group them based on the level of engagement they require.

### Low Engagement

### Medium Engagement

### High Engagement

Which of these is your 'WOW' moment?

### The 'WOW' moment

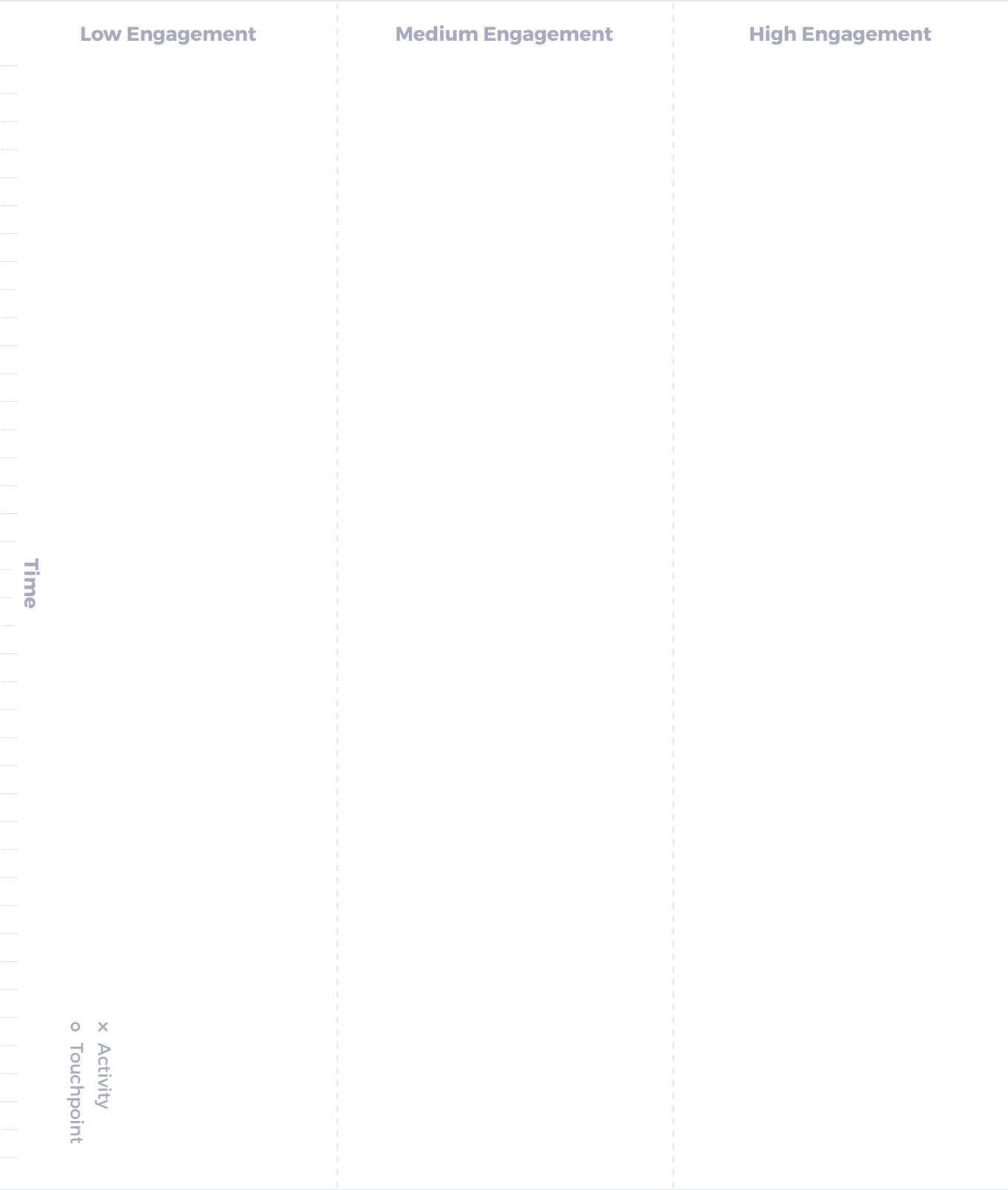
The point at which a customer feels the true value of using your product.

How can you help customers reach your 'WOW' moment?

STEP THREE

# Plot Your Customer Journey

Order the activites you defined in step two chronologically and use them to plot your *ideal* customer journey.



## STEP FOUR

## Define Your Touchpoints

Building on the activities you listed in steps two and three, define touchpoints that will help to guide the customer through your customer journey.

## Low Engagement

### Medium Engagement

## High Engagement