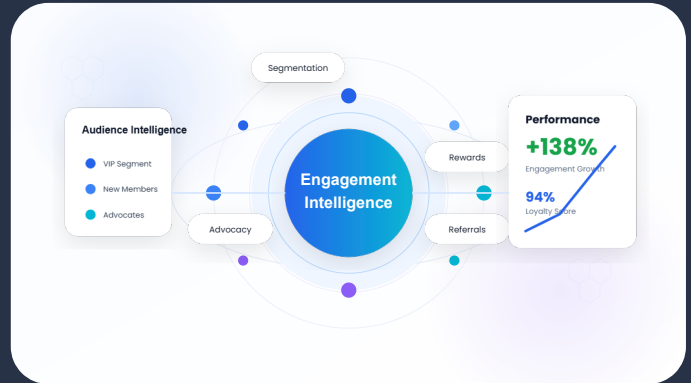


Customer and Partner Engagement

Practical insights on loyalty, incentive, referral, rewards, and engagement programs that help organizations create stronger customer and partner relationships.



Customer Onboarding Gamification Software Makes Onboarding Easy



Rohit Singh • VP of Customer Engagement • [Schedule Free Consultation](#)



The first step of any customer retention program is to ensure successful customer onboarding. A customer onboarding gamification software makes a customer feel valued and special, and they are more likely to come back to you the next time. Having a process that is not too complicated or tiring is what facilitates this process.

We help you set the right tone for your Customer Onboarding, ensuring that your customers' journeys are designed to guide them to success. We want to make sure your customers are guided, supported, and nurtured so that they are more likely to stick around and spread the word as well.

Why Integrate Customer Onboarding Gamification Software in Your Engagement Program

Training – Several organizations, especially the ones that are B2B companies, like to train new customers with customer onboarding gamification software. Whether your training is scheduled to be a classroom session or as a 1-1 coaching, we can help you blend it in with your engagement program. You can include fun online learning videos, have a Q & A, or have a training event check-in to earn points and rewards in your customer onboarding gamification platform designed by NextBee.

Coach Marks – Coach marks are a great way to nudge the users in the right direction. They help an organization in being able to call out new products, clearance items, or product recommendations. Your [customer engagement solution](#) can be designed with the coach marks that work best to help your customers be more participative and involved.

Activities – Customer onboarding is never complete without the customer activities that go along with it. Whether you need a customer information form filled out, or a consent form signed, we can integrate them into the customer onboarding gamification software. You can have them complete the activities and earn points for each activity, making the onboarding fun and rewarding.

Sharing Next Steps – It's a great idea for your customers to know what they are in for. You can design an interactive walkthrough, or have your customer onboarding mobile app take them through a video sharing the next steps of how the program works. Ideally, you want them to know how to earn points, how to redeem them, and what tiers and reward options they have.

Customer Feedback – One of the most critical elements of any customer onboarding activity is feedback and onboarding is no different. Create a survey, or poll or just have the customers review what they think of your product/service. You can use this as an opportunity to get feedback on the customer onboarding platform itself and work on it to make it better.

Customer Onboarding Metrics We Help Monitor

How do you know how effective your customer onboarding is today? How engaged are your users with your customer onboarding gamification software? Is your program easy to navigate? These are some of the questions we can help you answer with our data services. We help monitor important customer onboarding metrics that will help gauge the success of the onboarding program.

Time to Value (TTV) – The Time To Value is the most important customer onboarding metric we need to measure. TTV is nothing but the time it takes for the customer from onboarding to Value addition. When a customer joins your customer engagement program, they are all excited. But if your customer onboarding gamification software does not create enough excitement, they will not be motivated to move on to the next activity. In such a scenario a company may set up training or add an interactive walk-through so that the TTV reduces.

Time to Complete (TCOB)– Time to complete onboarding is slightly different from TTV in the sense that TTV takes into account the time it takes from onboarding to the next customer engagement while TCOB concentrates on the onboarding process itself. An optimum onboarding time ensures that the customer comes back to you for the next activity. Too long onboarding can make the customer lose interest and too short onboarding can also make the customer feel there is not much value addition for them. Hence, it is important to measure and review the TCOB to ensure maximum engagement.

Customer Response Rate – Whether it's a survey you want to be completed or a poll answered, whether it's a form to be filled out or a video to be watched, you want to know what percentage of your onboarding activities are successful. Since customers want personalized experiences, it is truly the onboarding experience of a customer that determines how long they stay engaged in the program.

Feature Adoption Rate – An adoption rate measures how effectively and how often your features are being used. Successful onboarding experience ensures your customers are using all the features of the customer onboarding gamification software. The feature adoption rate metric also helps you in predicting which features to add and where you are getting the most traction from.

Wondering how you can improve customer onboarding experience for your customers? Our new module, CX360 by NextBee combines our 10-plus years of experience with advanced techniques.

You might also like to know the [tips to activate inactive leads](#).

Let's connect today to set up your Free Trial.

Our Pledge to You



“Our relationship with you, our client is a strong partnership between our two companies. We bring to you years of best practices, a complete solution, our commitment, and unwavering dedication to your business’ success.”

Rohit Singh

VP of Customer Engagement

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Learn More About Our Proven Approach

We have worked with 300+ brands and helped them succeed. To learn more case studies

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