



DONNA WEBER



CUSTOMER ONBOARDING EXPERT

From Monolithic Deployments to Quick Wins

How to drive customers to value immediately



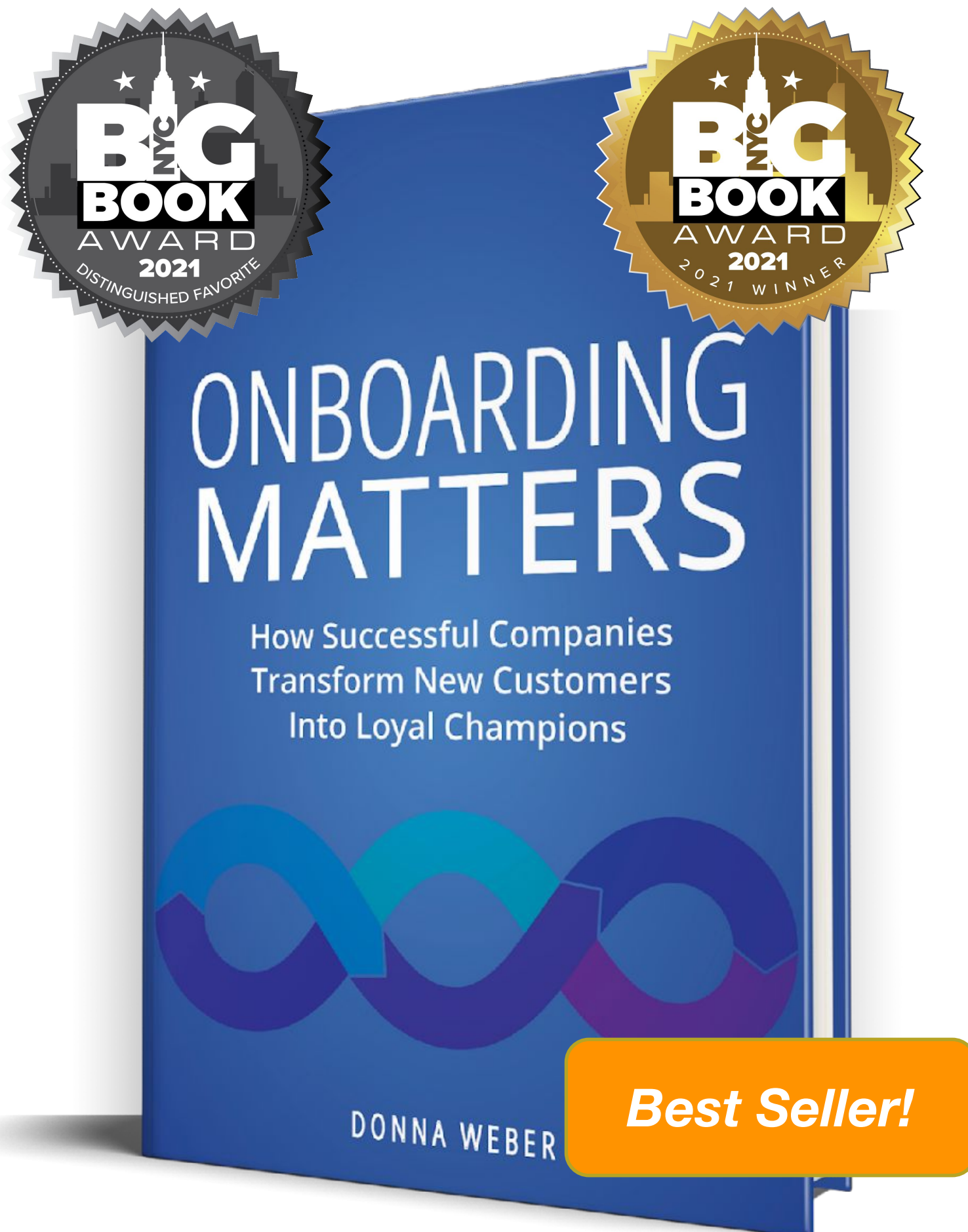
#CS100SUMMIT



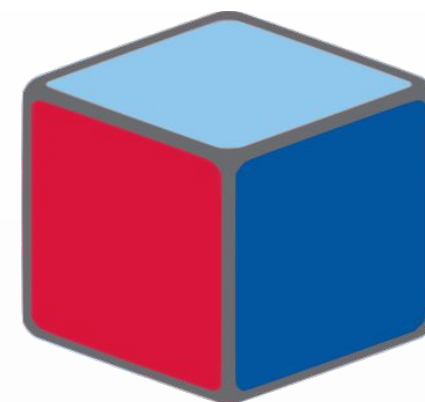
About Customer Onboarding Expert, Donna Weber

**Award Winning
Author**

**Recognized Customer Success
Leader & Strategist**



SIEBEL



SUGARCRM

JASPERSOFT
the intelligence inside

TIBCO

Gainsight



THOMSON REUTERS



veriforce



databricks



nintex

“The secret to success is in the little things.”

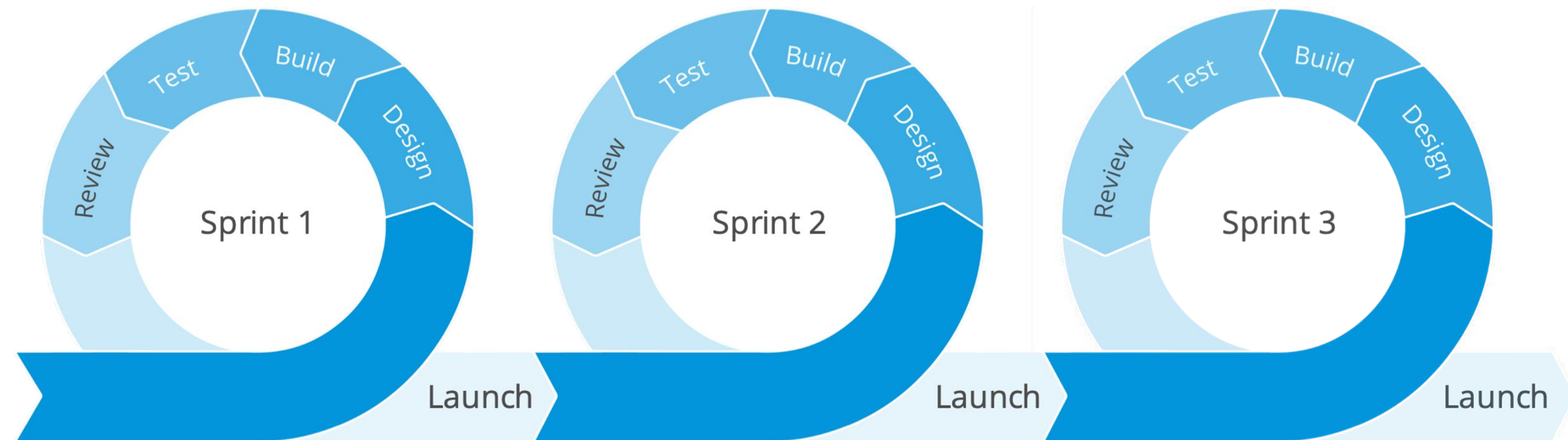
~ James Lawrence, “The Iron Cowboy”

How to Drive Customers to Value Immediately

This valuable session enables you to:

- Articulate the value of quick wins
- Explore areas to deliver value quickly for your customers
- Leverage the tools to get started

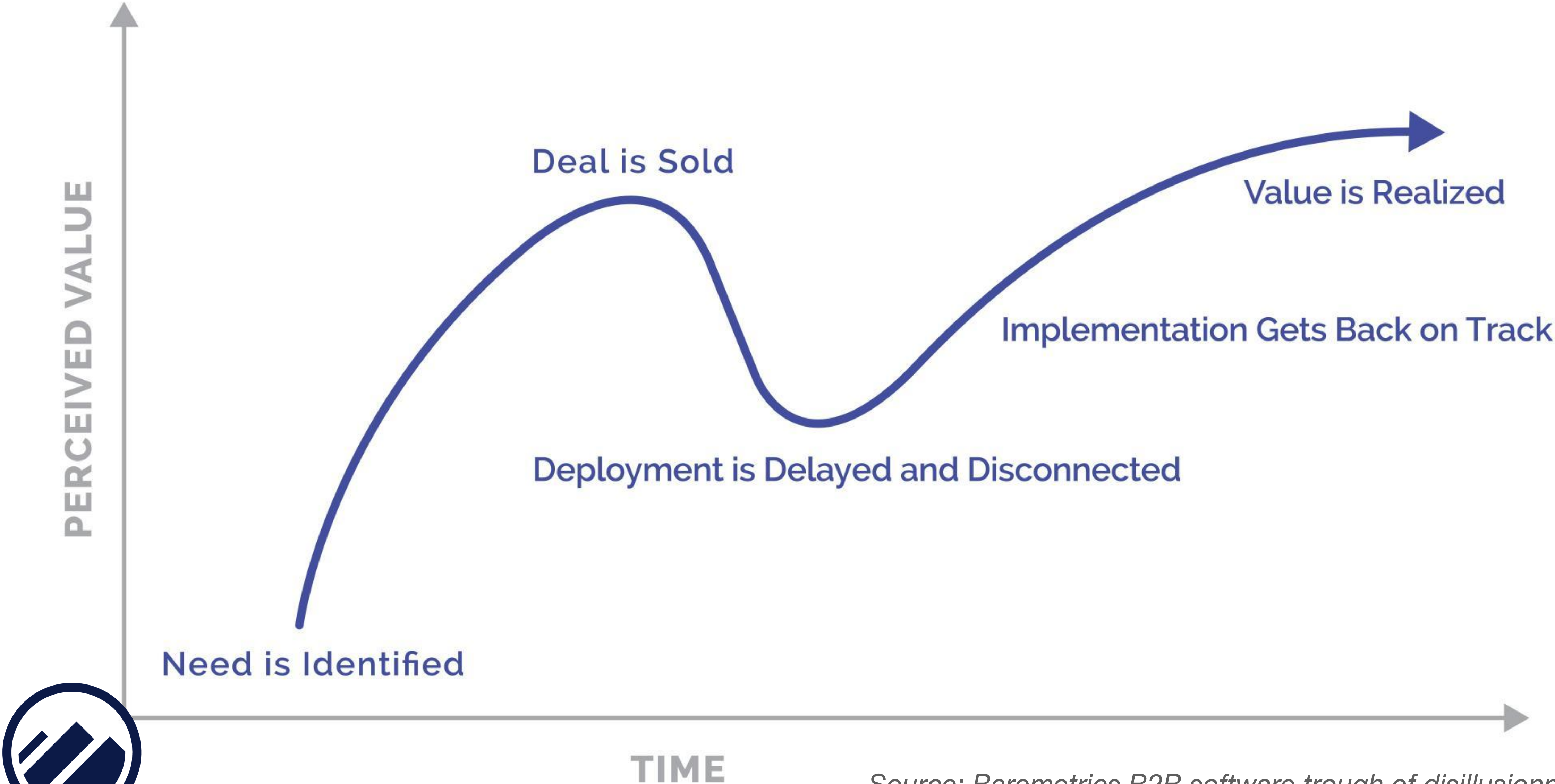
How often
does your
product
release?





Monolithic deployments?

Customers Falling into the Trough of Disillusionment?



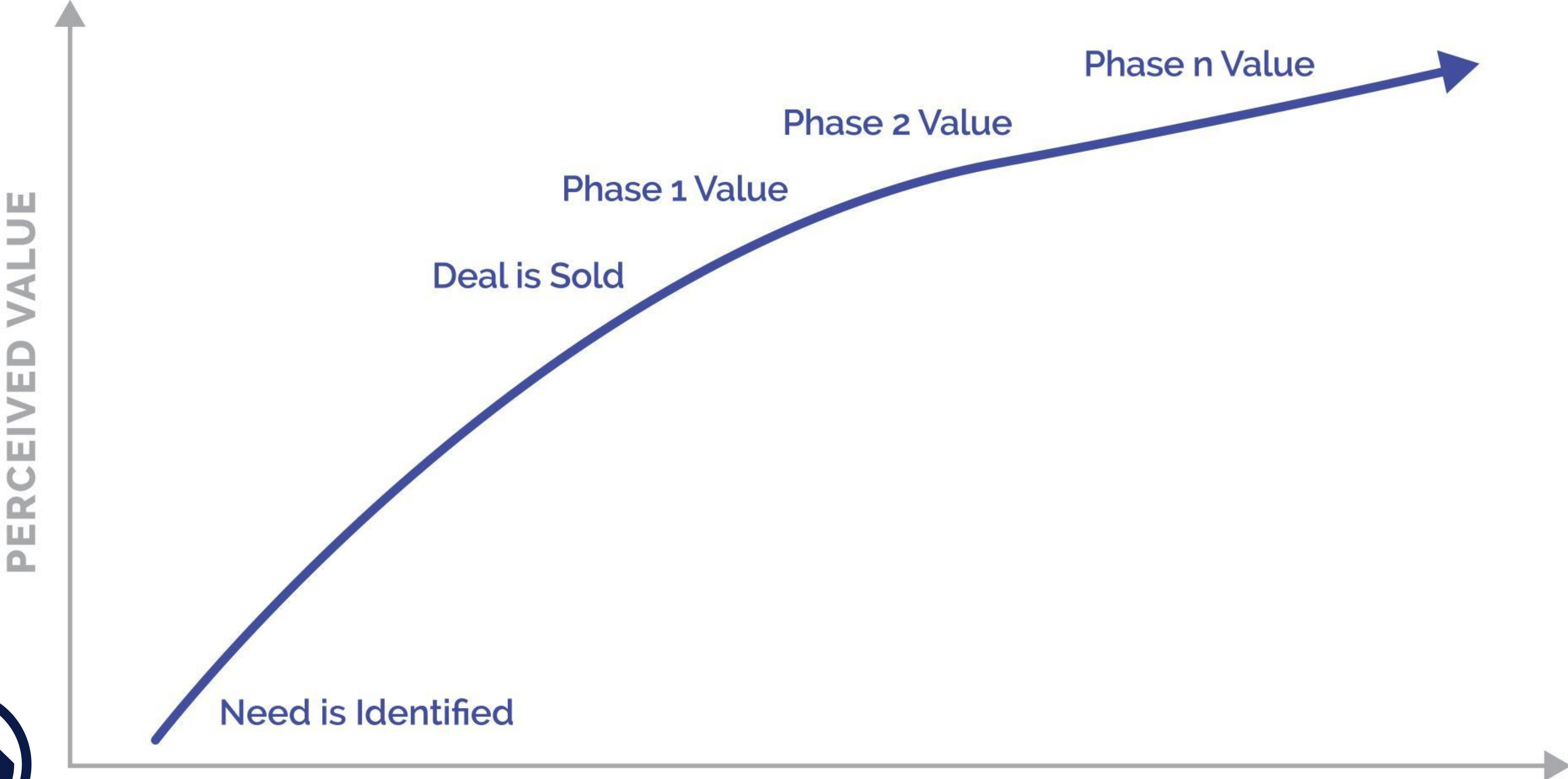
Source: Baremetrics B2B software trough of disillusionment
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The main reason customers leave in the first year is because they never get value from your product in the first place.

They fail to launch.

~ Onboarding Matters

Phased Approach



A high-speed photograph of a golden liquid splash. A single drop is captured mid-fall at the top center. Below it, the liquid has splashed into a crown-like shape with several droplets at the tips of its lobes. The background is a soft, golden gradient. A white horizontal band is overlaid across the bottom third of the image, containing the text.

Switch on Value Drip

Quick Wins

QUICK: fast in development or occurrence; a rapid succession of events

WIN: to succeed in arriving at a place or a state

Measured in days or weeks:

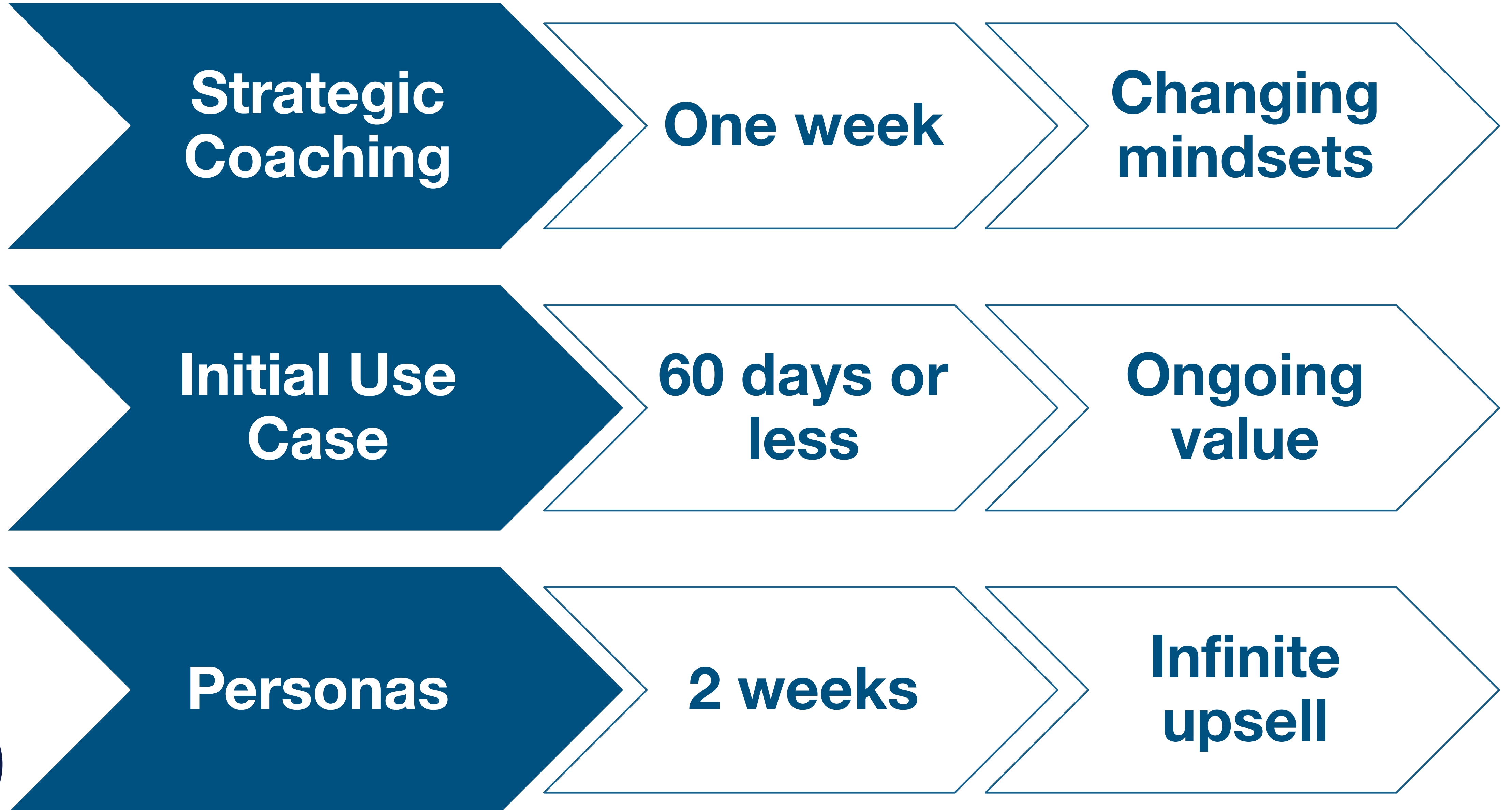
- Deliver achievable nuggets
- Commemorate wins along the journey
- Change concepts / contexts / mindsets

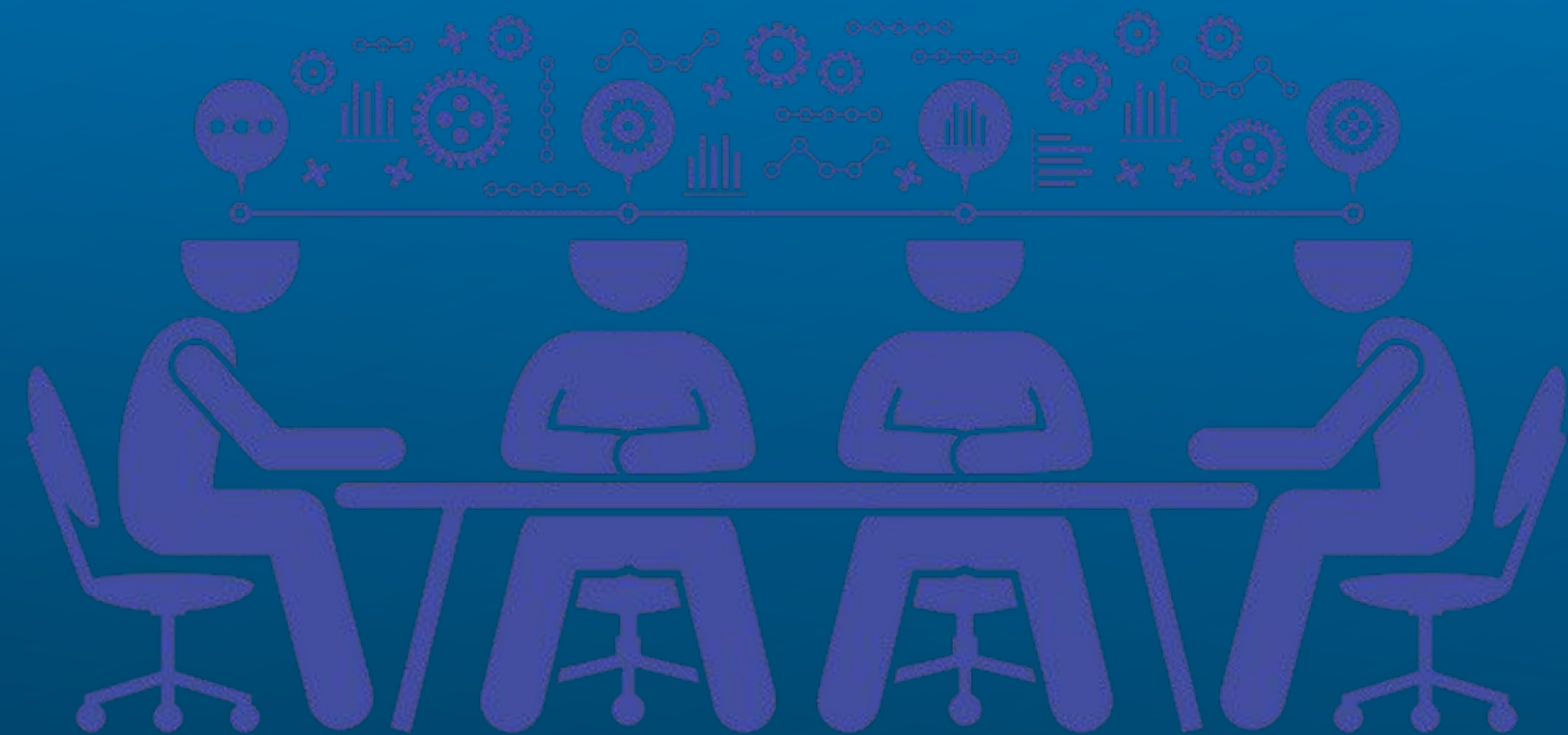
Benefits

- Endorphin hits
- Engaged customers
- No troughs to fall into
- Customers look good
- Reduced churn & increased revenue

Example

S

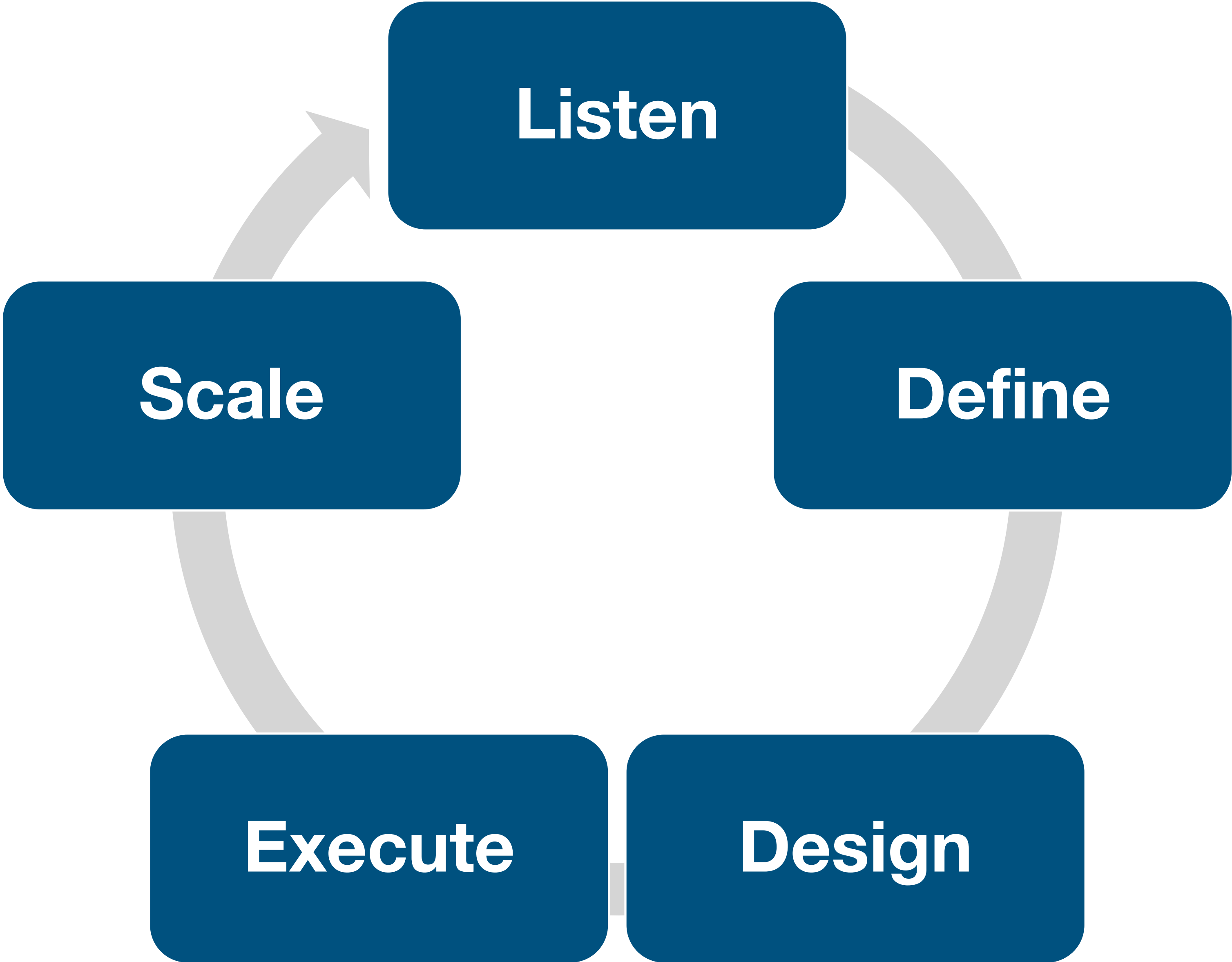




Onboarding Fast Track

- Embed my expertise into your team for 90 days to optimize customer onboarding
- We create tailored solutions to deliver value to customers at scale, focusing on:
 - People
 - Processes
 - Technology

Get Started



Recap



How will you transform
your customers'
business?



Join Me!



Thriving in Turbulent Times

A Forum for Customer Success &
Onboarding Leaders

No slide zone with breakouts & spotlight
coaching

Tuesday, October 18th

***When
customers win
you win***

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