Customer Onboarding Statistics 2020

When thinking about ways to grow a business, most people immediately think about reaching more people and acquiring more sales. But what about the people who sign up? How important is customer onboarding as an overall piece of the user journey puzzle?

To find out, we surveyed 216 people in early 2020. We asked them about their experiences as customers, about the role onboarding has played in those experiences, how they feel brands do when it comes to onboarding - and how they feel it could be improved.

**Over 90%** of customers feel that the companies they buy from ‘could do better’ when it comes to onboarding new users/customers.

**88%** of people say they’d be more likely to stay loyal to a business that invests in onboarding content that welcomes and educates them after they’ve bought.

**8 in 10 users** say they’ve deleted an app because they didn’t know how to use it.

**55%** of people say they’ve returned a product because they didn’t fully understand how to use it.

**63%** of customers say that onboarding is an important consideration in whether they make the sales decision in the first place.

**74%** of people have watched a video to understand how to use a new app or website better.

**91%** of people have watched a video to understand how to use a physical product better.

**97%** of people think that video is an effective tool to welcome and educate new customers.

When asked how they feel companies could improve onboarding, **69%** of people say that they feel more video should be used.

**65%** of customers say video is their favourite way to get to know how to use a product or service.

Want to know more? Get in touch | owl@wyzowl.com | UK: 0845 075 4040 | US: 1-800 564 4019 | www.wyzowl.com