

The Cost of Bad Onboarding: A Preventable Revenue Drain

How much could you be leaving on the table?

63% of customers consider their onboarding experience when deciding to renew, yet many companies fail to invest in it.



Moment of Truth

Onboarding is the moment of truth for new customers—but too often, it's where the experience starts to unravel.

Instead of a clear, guided path to success, customers face:

- Confusing next steps
- Slow implementation
- Reactive support

After all the pre-sale hype, what *should* be a momentum-builder turns into frustration, leading to slower traction, disengagement, and churn—before value is ever realized.

Poor onboarding erodes trust, slows adoption, and stalls renewals—making customer loss more likely and growth harder.

The Problem with Traditional Onboarding

89%

89% of potential customers might **switch to a competitor** if the onboarding process is too complicated.

55% of customers would **stop using a product or service** they don't understand.

55%

67%

If issues aren't solved during the first interaction, companies see **up to 67% of customer churn**.

After all the work to win customers, poor onboarding isn't just a nuisance, it's money down the drain.

2.5x


Compared to ...

Companies with strong onboarding see **2.5x higher revenue expansion** from customers.


First impressions don't just matter—they directly impact revenue


20% of referrals and 75% of upsells come **in the first 90 days**.

Consider Recent Onboarding Tech Advancements Built to **Get Customers From Signed to Successful, Faster**

 **CRM-initiated project launches – automatically created upon closed/won:** eliminate delays and create instant engagement *before* onboarding even starts

 **Personalized, guided workflows and momentum nudges** lead customers from start to finish to set them up for long-term success

 **Adaptive workflows** adjust to each customer's unique needs because one size never fits all, accelerating completion times

 **Reminders, project trackers, and self-serve dashboards** reduce support requests and improve transparency to keep every project on track

60% of companies still use 4-6 tools for onboarding, which can lead to a disjointed experience – for both customers and internal teams.

The right tools matter.

The Impact of a Strong Onboarding Strategy

30-50%

Customers onboard **30-50% faster**, accelerating ROI.

A great onboarding experience **improves retention by 50%**.

50%

Automated onboarding enables **scaled reach and results without adding headcount**.

CS teams spend **60% less time** on manual onboarding tasks, freeing them to **focus on improving customer outcomes**.

60%

At a Turning Point

Ineffective onboarding doesn't just frustrate customers—it wastes the investment made to acquire them.

If poor onboarding drives up to 67% churn, that means more than half of customer acquisition costs are lost before delivering any return.

For every 100 new customers, losing 67 due to onboarding failures translates to tens to hundreds of thousands of dollars in wasted acquisition spend—not to mention the missed expansion and referral opportunities that drive long-term growth.

Bad onboarding isn't just a customer experience problem—it's a revenue drain.

It's time to fix it.

See how OnRamp's customer onboarding platform can fix the leaks in your onboarding process—turning lost opportunities into compounded growth.

>> onramp.us/demo