### The Co\$t of Bad Onboarding: A Preventable Revenue Drain

How much could you be leaving on the table?

their onboarding experience when deciding to renew, yet many companies fail to invest in it.

of customers consider



# of Truth

Moment

customers—but too often, it's where the experience starts to unravel. Instead of a clear, guided path to success,

Onboarding is the moment of truth for new

customers face: Confusing next steps Slow implementation

- Reactive support
- After all the pre-sale hype, what should be a momentum-builder turns into frustration,

and churn—before value is ever realized. Poor onboarding erodes trust, slows adoption, and stalls renewals—making customer loss more likely and growth harder.

leading to slower traction, disengagement,

🔼 The Problem with Traditional Onboarding

### **89%** of potential customers might switch to a competitor if the



complicated. **55%** of customers would stop using a product or service

onboarding process is too

If issues aren't solved during the first interaction, companies see

they don't understand.

up to 67% of customer churn.

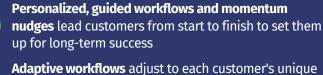
Compared to ... Companies with strong onboarding see 2.5x higher revenue expansion

from customers.

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

First impressions don't just matterthey directly impact revenue 20% of referrals and 75% of upsells come in the first 90 days.

**Advancements Built to Get Customers** From Signed to Successful, Faster CRM-initiated project launches – automatically



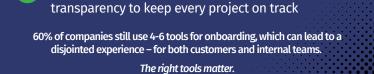
Reminders, project trackers, and self-serve

completion times

needs because one size never fits all, accelerating

dashboards reduce support requests and improve

created upon closed/won: eliminate delays and create instant engagement before onboarding even starts



The Impact of a Strong Onboarding Strategy

Customers onboard 30-50% faster, accelerating ROI.

A great onboarding experience improves retention by 50%.

scaled reach and results without adding headcount.

Automated onboarding enables

any return.

CS teams spend **60%** less time on

Ineffective onboarding doesn't just

50%

## manual onboarding tasks, freeing them to **focus on improving** customer outcomes. Ata **Turning Point**

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

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

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

opportunities that drive long-term growth.

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