

# Attract and retain customers from day 1

Digital Customer Onboarding

## OutSystems for Customer Experience Transformation

Most businesses understand that it's no longer enough to compete on products and services; how a company delivers for its customers is now as important as what it delivers. Customers expect the kind of immediate and frictionless experiences they receive from leaders such as Amazon, Apple, and Google—and they expect this from every business they interact with, regardless of the industry.

Traditional onboarding processes tend to be slow, repetitive, and complicated. Slow and cumbersome onboarding processes can cause up to **40% abandonment rate** in mobile onboarding, and **almost 7 out of 10 millennials demand a seamless integrated experience** for services across all channels.

Customer onboarding is critical for new customer acquisition and frictionless omnichannel onboarding journeys have become table stakes. Are you ready to compete?



Digital-first onboarding journeys generate 10- 20% more customer satisfaction than traditional journeys.

Source: [McKinsey](#)



Digital onboarding can save up to 50% of overall acquisition costs.

Source: [Deloitte](#)

## Make new customer onboarding easy and frictionless



### Reduce onboarding journey time

Create intuitive experiences with beautiful UX interfaces, leverage innovative technologies such as facial recognition and OCR to simplify data entry, and customized pre-filled forms to avoid repetition of data.



### Make onboarding easy

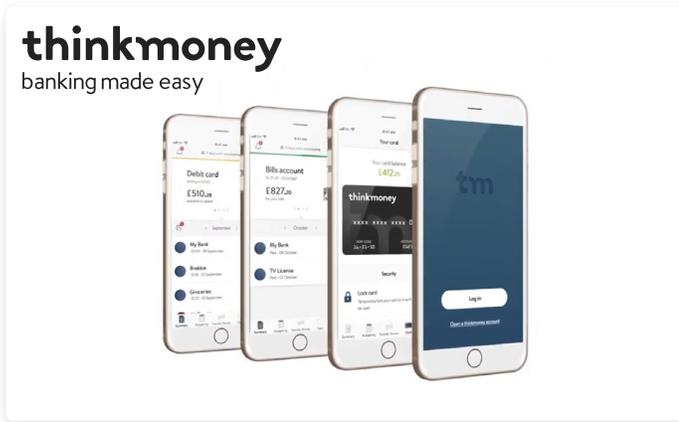
Enable omnichannel capabilities so that your customers can start and finish their onboarding journey on their preferred channel without interruption. Build accessible apps and deploy any mobile app as a PWA - no installation required- and ensure 24/ support with custom-built chatbots.



### Let customers start using your services immediately

Connect internal systems and industry-specific third-party services to accelerate processes like identity or signature verification and build dedicated workflows for automation of sign-up approvals without human intervention.

## How thinkmoney grew customer conversions by 30 percent with seamless digital onboarding journey



**“**

Previously, customers had to speak to our contact center and would have to wait up to five days to get an account number and sort code. Now the account opening process is completely digital, and we've seen a 30 percent increase in customers who complete.

Lisa Snape, Product Owner, New Business

## Create tailor-made customer onboarding experiences, quickly and cost-effectively



### Create delightful experiences for any touchpoint quickly

Fully customize your UX for delightful experiences and make onboarding convenient with multichannel consistency and seamless transition of activities across touchpoints (channel crossover).



### Build an efficient and scalable onboarding process

Automate complex and time-consuming manual tasks to handle customer requests faster and more efficiently, while enhancing regulatory and compliance controls.



### Improve your onboarding journeys continuously

Stay flexible to optimize your onboarding journeys and add new features to meet changing customer expectations without depending on lengthy traditional coding or costly external vendors.

## Capabilities you will love



Build responsive and accessible apps for any touchpoint (web, mobile, tablet, wearables...).



Deliver to any app store with automated app packaging or deploy as a Progressive Web App (PWA).



Managed Design Systems to meet branding guidelines and ensure consistency across touchpoints.



Accelerate your omnichannel strategy with your existing team and resources.



Leverage emerging technologies by connecting to any system easily through Open APIs.



Visual modeling & automation of business processes to handle requests faster and meet compliance needs.

Start building frictionless onboarding journeys today

Talk to an Expert