

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.

Video is the onboarding tool of choice...

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

When asked how they feel companies could improve re. 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.