

## Customer onboarding framework

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What happens after you bag that brand new customer? Nothing? Then they might not be around as long as you'd hoped. First impressions count and a solid onboarding process ensures everyone gets off to a good start and has everything they need to rinse all the value out of your product - and stick around. Here's a framework to help inspire the steps you take your new customers through. Note: this is very much geared towards online SaaS companies.

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