

Trigger Cards to decrease friction during customer onboarding



Reduce friction during customer onboarding

EASILY TESTED

How easy is it for your customers to access and test your solution? Is it easy to get started?

What can you do to remove unnecessary steps that stand in the way between your solution and your customers testing it?

EXAMPLES **Lush** offers free samples of nearly everything in their stores. **Nike** offers testing of footwear and apparel. **MailChimp** is for free up to 2 000 subscribers and 12 000 emails per month.

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EARLY AHA

How quickly can you get your customers to their 'aha' moment when they understand the value of your solution?

What value can you deliver to customers right away? What can you do to get them to their 'aha' moment as soon as possible?

EXAMPLES **Zapier** sends non-activated users an automated email with case studies that show how users have saved their time, money, and sanity by using Zapier. **Airbnb** gives immediate access to all their listings without registering.

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EASILY BOUGHT

How easy is it for your customers to buy your solution?

What financing, packaging, tiered pricing or delivery options can you offer to make it easier to buy from you?

EXAMPLES **iZettle** offers businesses free point of sale systems (POS) with no monthly fee, only a percentage of revenues. Registering for an account takes seconds. **Shopify** offers three membership types for users wanting to start their online shop.

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Effective execution in these 5 key areas lowers acquisition costs while increasing activation rates by making it easier to attract new customers.

There are many more examples and tactics how to design and run experiments to improve growth. Get in touch with us if you would like to schedule a workshop or learn more about how we can help your company to accelerate innovation.

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TRUSTED

How confident are your customers that your solution will deliver in accordance with your value proposition?

What can you do to make your customers less apprehensive to buy your solution? What brand promise can you make?

EXAMPLES **L.L.Bean** returns items at any time for a full refund. **Oracle** once claimed that their Exadata was 5x faster than IBM or the customer would win \$10,000,000.

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COMMUNICATED

How are you catering to different learning styles? Some people like to read while others like to watch explainer videos or take contextual tutorials.

What can you do to improve communication, channel mix, and make sure that your value proposition is crystal clear?

EXAMPLES **Slack** has a bot that guides new users setting up their accounts by asking them a series of questions. **Dropbox** leveraged their super simple explainer video to great success.

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CREATE YOUR OWN TRIGGER CARDS

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Trigger Cards to increase customer engagement and loyalty

Increase customer engagement and loyalty

PLATFORM

How much time and money do your customers invest into your platform?

What can you do to make them invest more time and money into your platform?

EXAMPLES Nespresso offers coffee machines at cost but expensive pods exclusive to Nespresso. **Spotify** playlists are created over long periods of time. **Apple** sells apps that you lose if you change platform. **Salesforce** helps you to become an expert at Salesforce making it tough to switch.

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Increase customer engagement and loyalty

CO-CREATION

How much are your customers involved in co-creating the value that your company is offering?

What can you do to allow your customers to be part of your value creating processes, e.g. design, creation, assembly or delivery?

EXAMPLES LEGO Ideas gives users access to software to design their own LEGO kits. The crowd votes for their favorites, with the top designs then being selected, manufactured and sold by LEGO. The designer is paid a 1% royalty on sales. **IKEA** makes you assemble their furniture.

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Increase customer engagement and loyalty

EMPATHY

How do you show your customers that you care about them?

What can you do to hire, train, empower and guide your employees to learn about the jobs your customers are trying to get done, and take initiative to delight them.

EXAMPLES Southwest Airlines proactively sends an SMS to the customer when the plane is delayed. **Groove** sends new customers a welcome email asking "Why did you sign up for Groove?"

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Effective execution in these 5 key areas increases customer lifetime value while reducing customer acquisition costs through more referrals.

There are many more examples and tactics how to design and run experiments to improve growth. Get in touch with us if you would like to schedule a workshop or learn more about how we can help your company to accelerate innovation.

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Increase customer engagement and loyalty

EXPERIENCE

How are you providing your customers with unforgettable and positive experiences?

What can you do to create a memorable experience around your product that delights your customers?

EXAMPLE American Girl sell dolls that come with its own elaborate backstory. *American Girl Place* offers an in-store experience that includes tea parties, interactive exhibits, a restaurant, a hair salon and even a hospital for broken dolls.

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Increase customer engagement and loyalty

REWARDS

How do you reward your customers for the actions that you want them to take?

What can you do to involve your most loyal customers as brand ambassadors, engage them through gamification, or have them come back for more?

EXAMPLE Lululemon attracts brand Ambassadors to engage their customers. On weekends their retail stores turn into fitness clubs offering free lessons to get people to use their products and interact with the brand.

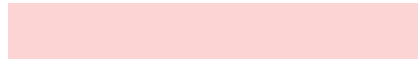
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