

- 1.) Imagine you are writing a post on “customer retention strategies” and the company we are writing it for owns a product that improves customer retention. The first point covers the “onboarding process.”

What’s your overall impression of this section? What do you like or dislike about it given the context above? If you don’t like it, how would you rewrite it?

1. Retain customers with a smooth onboarding process

First impressions are everything. After the initial excitement of getting the new product or acquiring the new service, most customers will default back to the first experience they had with your brand. If it was positive, they’re much more likely to stick around.

A good onboarding process can set you up for success for years to come. It should be personalized (as much as possible), hands-on, and focus on removing as much friction as possible.

For your reference, here’s the link to this post:

<https://delighted.com/blog/improving-customer-retention-strategies>