SABIO

userlane

Successfully scaling with automated customer onboarding

70%

increase in
conversion rate

80%

increase in user
engagement

5x

increase in
searches per day

Creating an automated customer onboarding process, meant SABIO were able to increase their conversion rate and user engagement.

> *Within 3 months, SABIO was able to significantly increase their user engagement and conversion rate with Userlane.*
>
> **SABIO, PRODUCT OWNER**

The customer challenge

SABIO are international leading providers of intelligent and efficient knowledge management software for customer service. Their software is easy to use and understand, although it takes some time for users to become familiar with the product and its features.

Initially SABIO hired additional support staff and produced training documents on how to use their platform. However, this option soon became costly and impractical because of the time and effort required to create and continuously update training content.

They realized that automating their customer onboarding process was one of the core solutions that would help them scale whilst still maintaining the high-quality of their onboarding process.

How we helped

SABIO had three core goals they wanted to achieve with Userlane:

1. Reduce the time it takes to create training content	The training materials SABIO created to assist with user onboarding were not interactive, complicated to create, and required time and effort to keep up-to-date. For example, a minor change in a process in the platform meant that the entire documentation had to be changed.
2. Convert more trial users	Ultimately, SABIO required a solution that could help them scale and win more customers without having to implement high-touch onboarding solutions that would be expensive to use. In order to convert more trial users and scale, SABIO needed to increase engagement through automated onboarding.
3. Increase user engagement	SABIO provides users with a knowledge base where they can access relevant information and data. However, their knowledge base still held greater potential for higher engagement. As this part of the software is crucial for the success of their users, SABIO needed to ensure that the usage of their knowledge base increased.

The results

Just three months after implementing Userlane, SABIO was able to see an impact on their business:

1

70% increase in conversion rate

Customers stated that they were able to use SABIO intuitively with Userlane's interactive step-by-step guidance.

2

80% increase in user engagement

By automating their customer onboarding, SABIO boosted their in-app user engagement.

3

5x increase in searches per day

User engagement with the knowledge base increased significantly and reached an average of 20,000 search queries per day compared to 4,000 before.

SABIO's employees, who were responsible for the onboarding process, described Userlane as the "natural way" to create guides, which enabled them to make changes within minutes.

> *We learned over time how to leverage Userlane to its fullest potential. In addition to the initial onboarding, Userlane now functions as a communication tool and first-line of support.*
>
> **SABIO, PRODUCT OWNER**