

Best Practices for Onboarding Your New SaaS Customer

*This is an extra resource to go along with the original article:
[How to Build the Ultimate User Experience in Your SaaS](#)*

1. Set expectations early. Tell your users what to expect from future communication.
2. Offer an in-app tour to new users.
3. Take your user step-by-step through your app. Don't rush your user to the finish line.
4. Don't overwhelm the new user with too much information. Share the most important steps first and then allow the user to discover new tips as they continue with your product.
5. Allow users to skip or cancel the tour whenever they want.
6. Ask users to tell you more about themselves. Use this information to segment your users into groups. Segmentation makes it easier to tailor your messages.
7. Ask for feedback often. Instead of guessing, let your customers tell you about their experience in their own words.
8. Include videos in your onboarding to visually demonstrate how to use your product.
9. Create a checklist so that the user can see their progress during the onboarding. This can reduce onboarding fatigue.