



The Ultimate Guide to Modernizing Customer Onboarding with Cloud Capture Technology

Few functions have as big of an impact on revenue as customer onboarding. A positive customer onboarding experience speeds time to revenue, sets the stage for customer retention and builds trust.

Onboarding is often a customer's first interaction with your company after you close the sale. The stakes are high for this first impression—especially when it comes to customers with high net worth.

But the onboarding process is typically filled with endless forms and information overload on both sides of the process. **Capturing information alone leads to countless challenges:**

- Overwhelming amounts of data and documents
- Multiple information delivery channels
- Growing volumes of unstructured and semi-structured data
- New content formats
- Pressure to accelerate delivery of data downstream
- Ever-increasing customer expectations

Most businesses don't have a good way to collect, capture and manage customer information that enters in various formats from different sources, including snail mail, email, fax, web forms and mobile.

Organizations looking to adopt a customer-centric approach often fall short without the right capture technology. Even as digital communication channels have accelerated information delivery, outdated processes with standalone solutions cause further friction. Simply connecting customer information with downstream systems often requires costly integrations with custom code.

The shift to remote work has further complicated information management. Many organizations must maintain a sizeable in-office workforce to receive and route paper documents.



Fast Facts To achieve sustainable growth and relevance, organizations must understand and respond to their customers' motivations and behaviors.¹

Fast Facts Up to 96% of consumers say customer service plays a role in their choice of and loyalty to a brand.²

Fast Facts As digital engagement grows, customers expect companies to digitize their operations for multichannel, hightouch interactions.³

1. "Fjord Trends 2022," Accenture

2. "2017 State of Global Customer Service Report," Microsoft

3. "State of the Connected Customer, 4th Addition," Salesforce

Traditional Onboarding Processes Fall Short

Historically, efforts to automate customer onboarding have focused on standalone solutions for collecting, capturing and managing customer information—each with their own logins and passwords, user authentication, file formats and proprietary integrations.

Your team is likely losing significant time rekeying data into poorly integrated systems, shuffling forms, chasing down details and responding to customer requests for updates.

Customer onboarding that relies too heavily on siloed systems impacts the experience in four big ways:

- 1 **Onboarding cycles expand:** Many businesses take weeks to onboard high-net-worth customers. Manually collecting documents and capturing data is time-consuming and often requires physical data entry. Introducing errors and misplacing documents become a given part of the process—negatively affecting decision-making down the line.
- 2 **Processes become complex:** With multiple systems, customers must fill out various forms with dozens of data fields. The more details required, the more likely a customer will abandon the process.
- 3 **Customers lose patience:** Customers' frustrations grow with every personal detail they have to enter in more than once.
- 4 **Visibility decreases:** Customers can't get the answers they want when key data is missing or information is poorly organized. When reps can't readily access customer details or see only partial information, customer service is lacking.

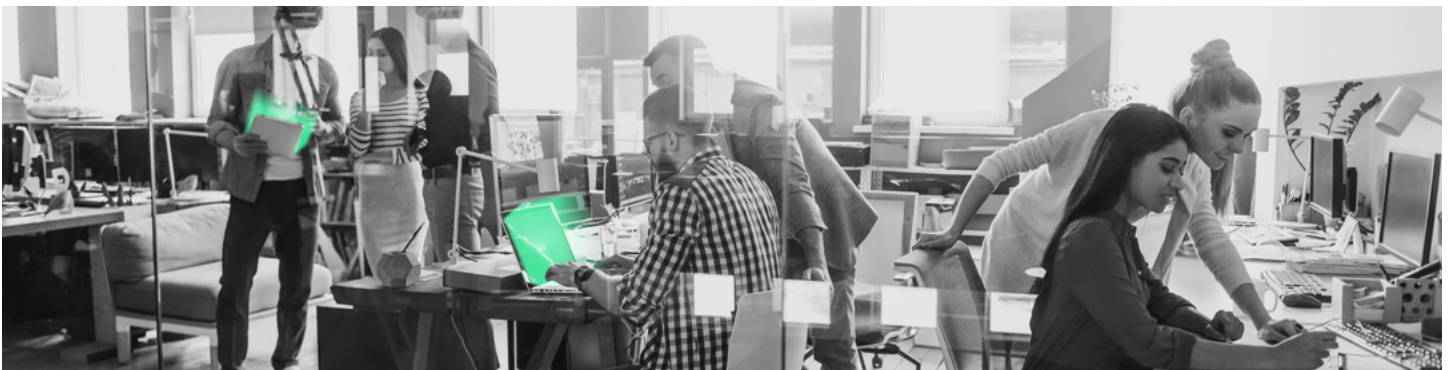


Businesses that break free of their siloed systems gain an unprecedented competitive advantage that has the potential to increase revenue.

The adoption of digital content delivery channels is already underway. Now, businesses of all sizes are turning to cloud capture technology to consolidate data and documents from any delivery channel into one pre-integrated platform.

By eliminating error-prone manual tasks and seamlessly integrating the onboarding process with downstream systems, cloud capture can have a big impact on the customer experience.

Fast Facts ▶ There's no recovering from a lousy onboarding experience. It comes before a business has had the chance to nurture a customer relationship or establish brand loyalty.



Gain a Competitive Advantage

Cloud capture has the power to transform customer onboarding for you and your customers.

The information collected during the onboarding process ensures your customers have a smooth experience when they work with your business. Improving how that data is collected, captured, managed and integrated into your downstream systems improves your onboarding process and reduces service errors.



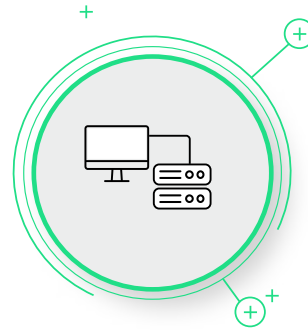
Collect

Eliminate the information silos that cause errors and delays when you consolidate all onboarding documents onto a single platform, whether received via mail, email, fax or web form. Take collection a step further by flagging high-net-worth customer information with automated classification and tagging.



Capture

Extract all information from any customer onboarding document and deliver it downstream faster with artificial intelligence technology. Reduce the possibility of customer-facing manual keying errors by capturing data using machine learning.



Manage

Connect customer onboarding with your existing systems to keep the process moving, no matter where your staff works. If you don't have a legacy system, leverage Microsoft SharePoint or Azure to create a unified cloud-native document management system. Speed customer response times with instant access to archived content.



Integrate

Reduce information latency and the possibility of manual keying errors with smart robotic process automation (RPA) that uploads content into a customer relationship management (CRM) system.

Deliver a Customer-First Experience

Enhance customer onboarding with cloud capture technology to see big benefits:

Reduced costs: By automating processes, you reduce manual intervention. Cloud capture technology automates the extraction and validation of onboarding information and seamlessly connects with your downstream systems.

Better customer experience: Have you dreamed of providing white-glove service? Cloud-capture technology provides insights that makes more personalized service possible.

Increased customer loyalty: Delivering an exceptional onboarding experience sets customer expectations and helps you build trust—and hopefully lifelong relationships.

Greater customer convenience: Because cloud capture consolidates information onto one platform on your side, you can offer more ways for your customers to submit information. This lets them use a method or platform of their choice without adding more work for your onboarding team.





Faster time-to-revenue: Not only will you save on manual labor, but you'll accelerate customer onboarding and reduce the possibility that customers will abandon the process and take their business elsewhere.

Fewer inbound calls: Faster cycle times and reduced errors from mis-keyed data decreases the volume of calls from customers looking for answers.

Less wasted time: Storing all onboarding information on a single platform makes it easy to search and find content, meaning you spend less time chasing down information.

Pick the Right Solution to Wow Your Customers

Not just any solution will do. Selecting an onboarding solution that will fit your workflow and please your customers requires an examination of your current processes. Here's how to decide which solution is right for your business:

 <p>1</p> <h3>Review your current processes</h3> <p>How is customer information currently collected, captured and managed? Map existing workflows and recipients, and dig into your metrics to see what areas need help.</p>	 <p>2</p> <h3>Identify pain points</h3> <p>Work with frontline employees and key stakeholders to understand what's not working. Talk with customer service reps to uncover potential issues, and survey customers for their assessment of the onboarding experience.</p>	 <p>3</p> <h3>Take stock of your legacy systems</h3> <p>Understand the systems of record and other legacy systems that need to be integrated with a new digital capture solution.</p>	 <p>4</p> <h3>Set the bar.</h3> <p>Establish the standard of performance you expect from a customer onboarding solution. Decide on metrics, such as customer cycle times, customer churn, information accuracy and more.</p>
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Modernize Your Customer Onboarding with a Cloud Capture Solution.

Are you ready to reimagine the way you onboard new customers?

The onboarding experience is transforming across industries, and customers' expectations are increasing. Now's the time to make a change and keep up with leading competitors.

Deliver a better customer experience with cloud capture technology.



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