

ABBYY Survey 2022:

Customer Onboarding Drivers And Pain Points

90% of organizations are experiencing up to 40% abandonment rates at onboarding, and some even more.

Decision makers believe if abandonment was reduced by 50%, it would increase customer acquisition by 29% and increase revenue by 26%.

The top three factors for abandonment



More companies plan to add technology to their onboarding processes (44%), yet human interaction will still be part of the process (34%)

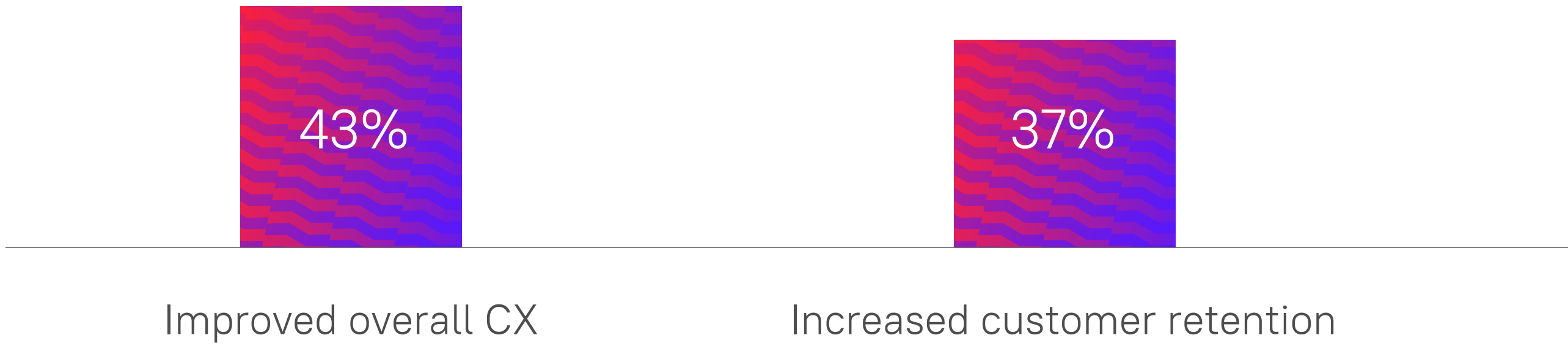


The top 2 technologies planned for onboarding:
Process intelligence (21%)
Intelligent document processing (IDP) (21%)

Negative business impacts



Modifying the onboarding process with more technology appears to have:



Organizations need to address customer onboarding pain points by implementing the right mix of the human factor alongside automation to deliver a pleasant and frictionless experience.



Methodology

The survey was conducted by Sapio Research in October 2022 on behalf of ABBYY among 1,623 IT decision makers in financial services, insurance, supply chain, transportation & logistics, government, and healthcare across the UK, US, France, Germany, and Japan. Download the full report [here](#).