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STATE OF INTELLIGENT AUTOMATION
REPORT | NOVEMBER 2022

Customer Onboarding Drivers and Pain Points



Survey Methodology

The survey was conducted by Sapio Research in October 2022 on behalf of ABBYY among 1,623 IT decision makers across the UK, US, France, Germany, and Japan. The purpose of this research was to reveal insights into customer onboarding drivers, why onboarding processes need to change, and what businesses need to do to address customer pain points—by activating the right mix of the human factor alongside automation.



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Key findings



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Nightmare abandonment rates

High abandonment rates and main drivers:

- 9 out of 10 organizations are experiencing up to 40% abandonment rates at onboarding, and some even more. Another 5% have a complete lack of insight into their onboarding process, abandonment rates, and where abandonment is occurring within the process.
- The top three factors that contribute to people dropping out during the onboarding process are:
 - There are too many steps to get through (29%)
 - Identity proofing and affirmation (26%)
 - Too many manual steps (26%)
- Banking is the sector experiencing the highest abandonment rates at onboarding, with almost 1 in 4 dropping out!

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

Onboarding can easily be monitored, evaluated, and improved with intelligent automation. Reducing abandonment rates requires a more user-friendly and streamlined process with less steps and less manual input for customers.

Negative impact on business outcomes

The result of onboarding abandonment are lost customers and business opportunities.

- Missing out on business opportunities (37%)
- Losing potential customers to competition (33%)
- Struggling to attract new customers (31%)

To stay ahead of the competition, businesses must avoid losing potential customers during the onboarding process. The onboarding process must be simple and pleasant. Businesses must strive for a better way.



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Need for technology transformation

Changes already made or planned for onboarding processes:

- Although changes to onboarding appear to be leaning towards adding technology to current processes (44%), it is evident that human interaction is still part of the process (34%).
- Process intelligence (21%) and intelligent document processing (IDP) (21%) are the top two measures that are being planned for onboarding.
- Modifying the onboarding process with more technology appears to have improved overall customer experience (43%) and increased customer retention (37%).

Decision makers clearly state that automation technology that streamlines the proofing and affirmation of identities, IDP to effectively capture important information from documents, and process mining for process insight and improvement, in addition to the human factor, will help onboard more customers. These intelligent process automation solutions improve the overall customer experience and retention, and eliminate tedious manual entry.

A better way for efficient onboarding processes

- The survey shows how ineffective customer onboarding can lose a customer before they even begin using a product or service. If the process isn't friction-free, the customer may decide the pain of onboarding isn't worth the marketing promises.
- The more time-consuming and complex an onboarding process appears, the higher risk of churn. There are several issues that typically cause clients to drop out during the customer onboarding process, costing a business new customers and the revenue stream that comes with it.
- Onboarding processes need to change and businesses need to address customer pain points by implementing the right mix of the human factor alongside automation.
- Businesses need to digitally transform ineffective onboarding methods by leveraging intelligent automation tools for identity proofing and affirmation, process improvement, and mobile document capture to empower customers to choose any channel they prefer to complete their onboarding.



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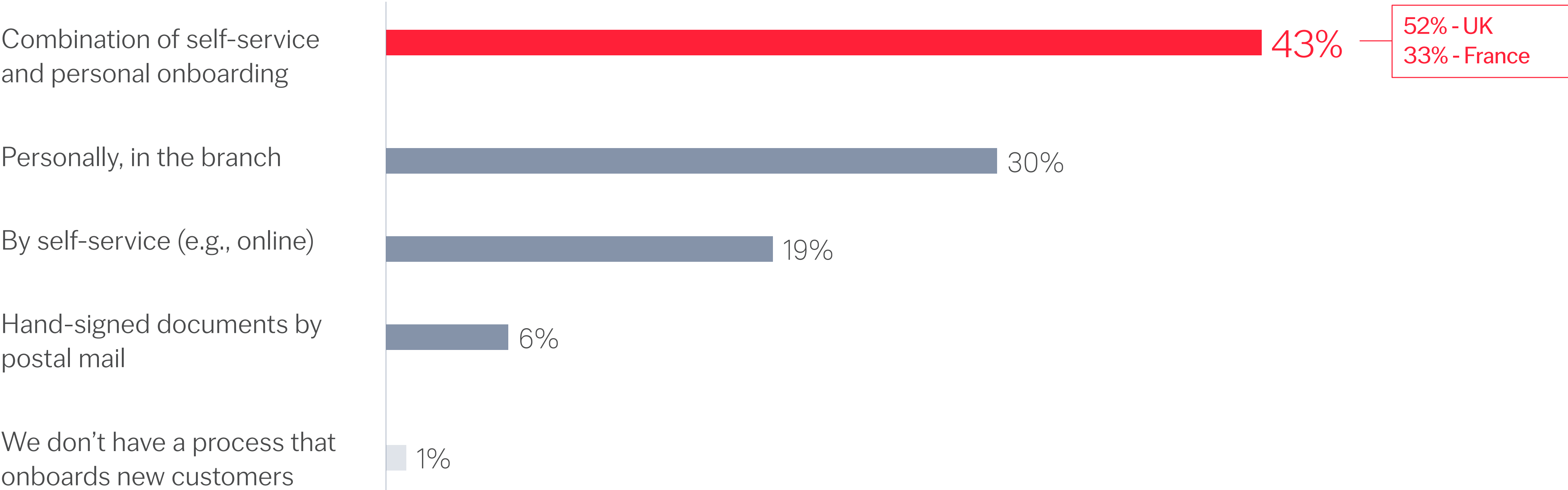
Individual question analysis



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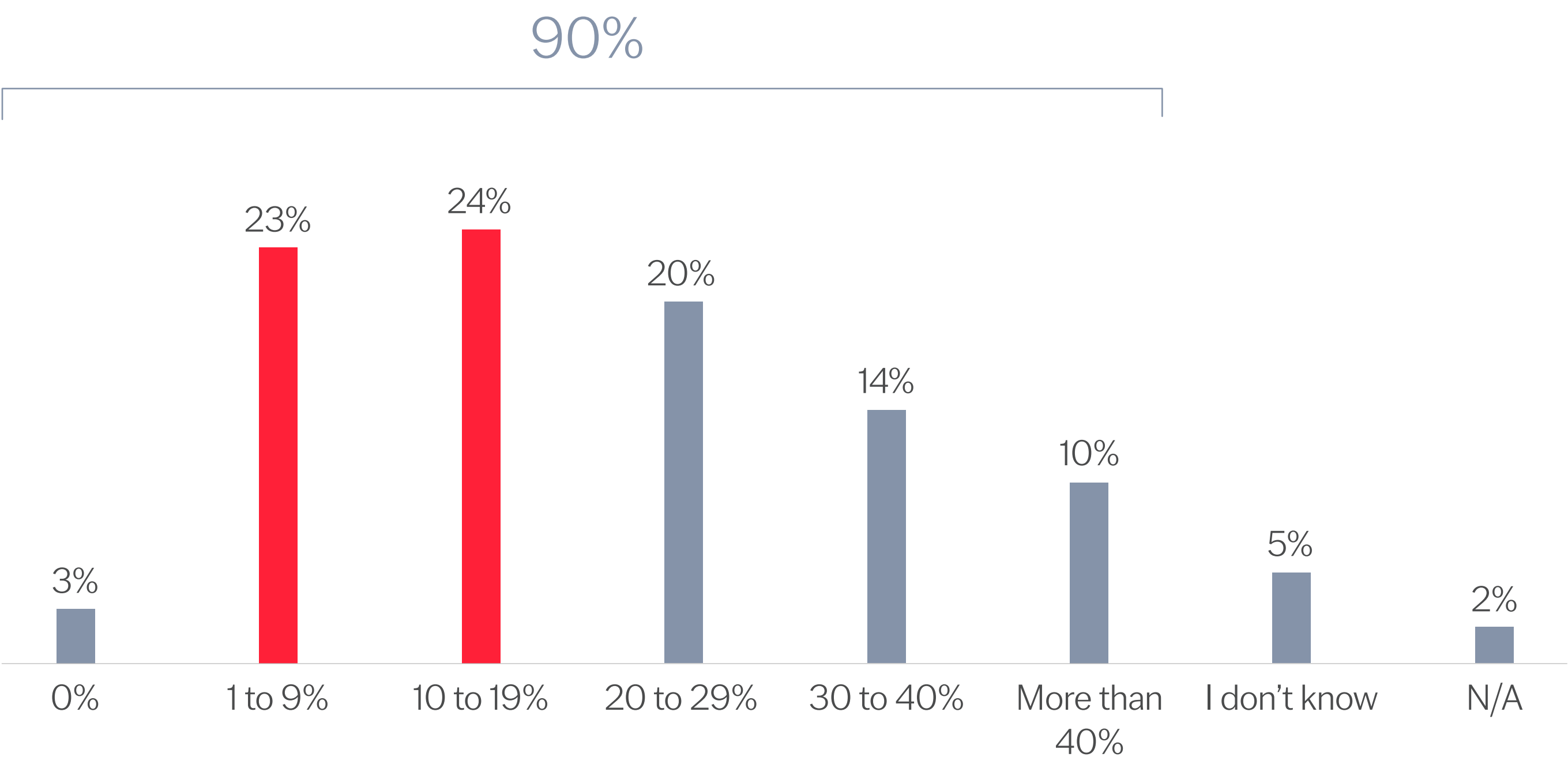
How do you onboard new customers / constituents / citizens?

Whilst almost a third onboard their clients/constituents personally, the majority use a combination of self-service and personal onboarding (43%)



What is your abandonment rate at onboarding, i.e., ‘people dropping out during their current onboarding process’ of customers/constituents?

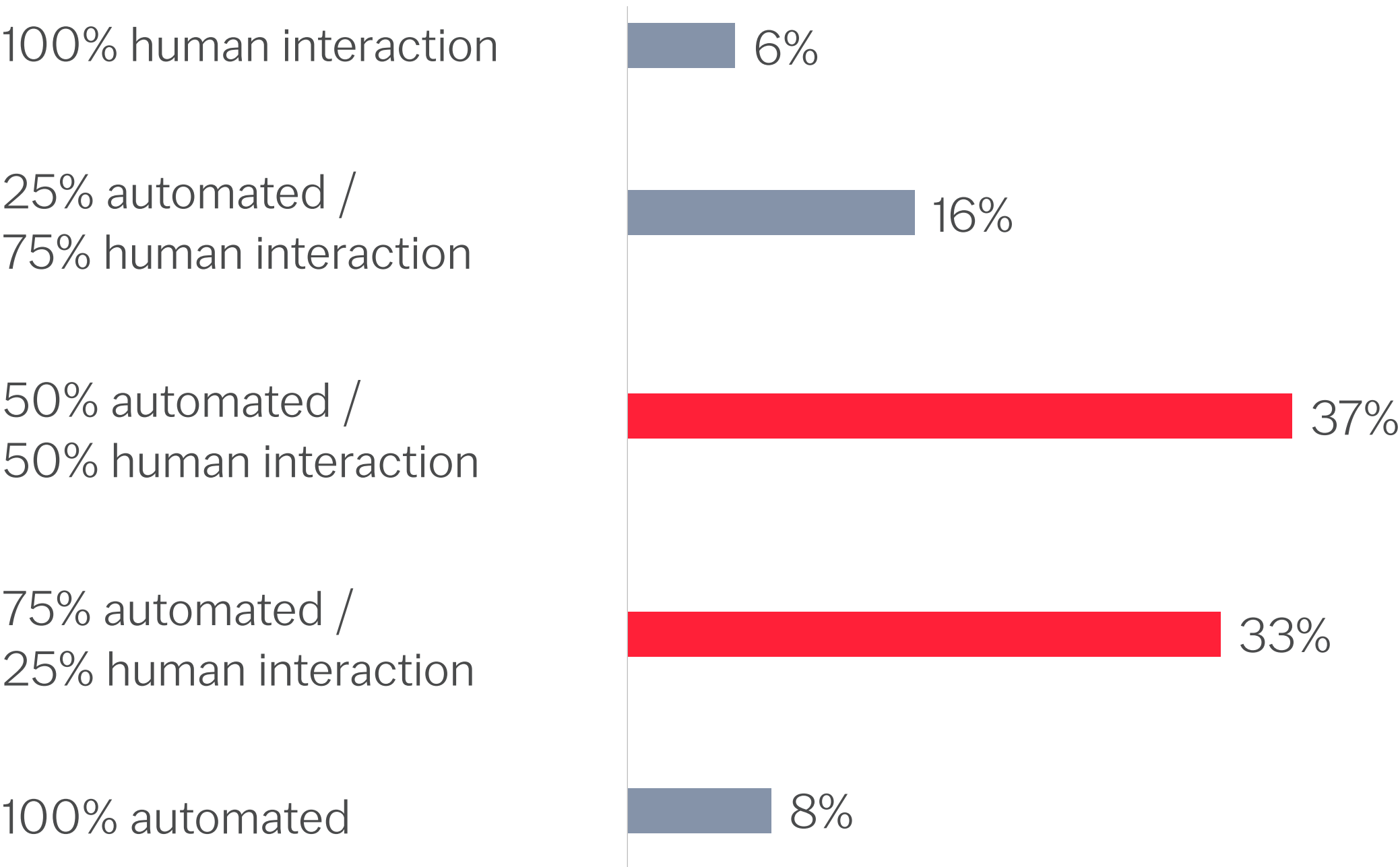
9 in 10 organizations experience up to 40% abandonment at onboarding



SECTOR	MEAN
Banking / financial service	23%
Retail	21%
Government	20%
Transportation and Logistics	20%
Technology	20%
Energy	20%
Non-profit	20%
Insurance	19%
Hospitality	19%
Manufacturing	18%
Education	18%
Healthcare	16%

What mix of technology and human interaction does your onboarding involve?

Onboarding involves slightly more technology (55%) than human interaction (45%), except in Japan where the reverse is true



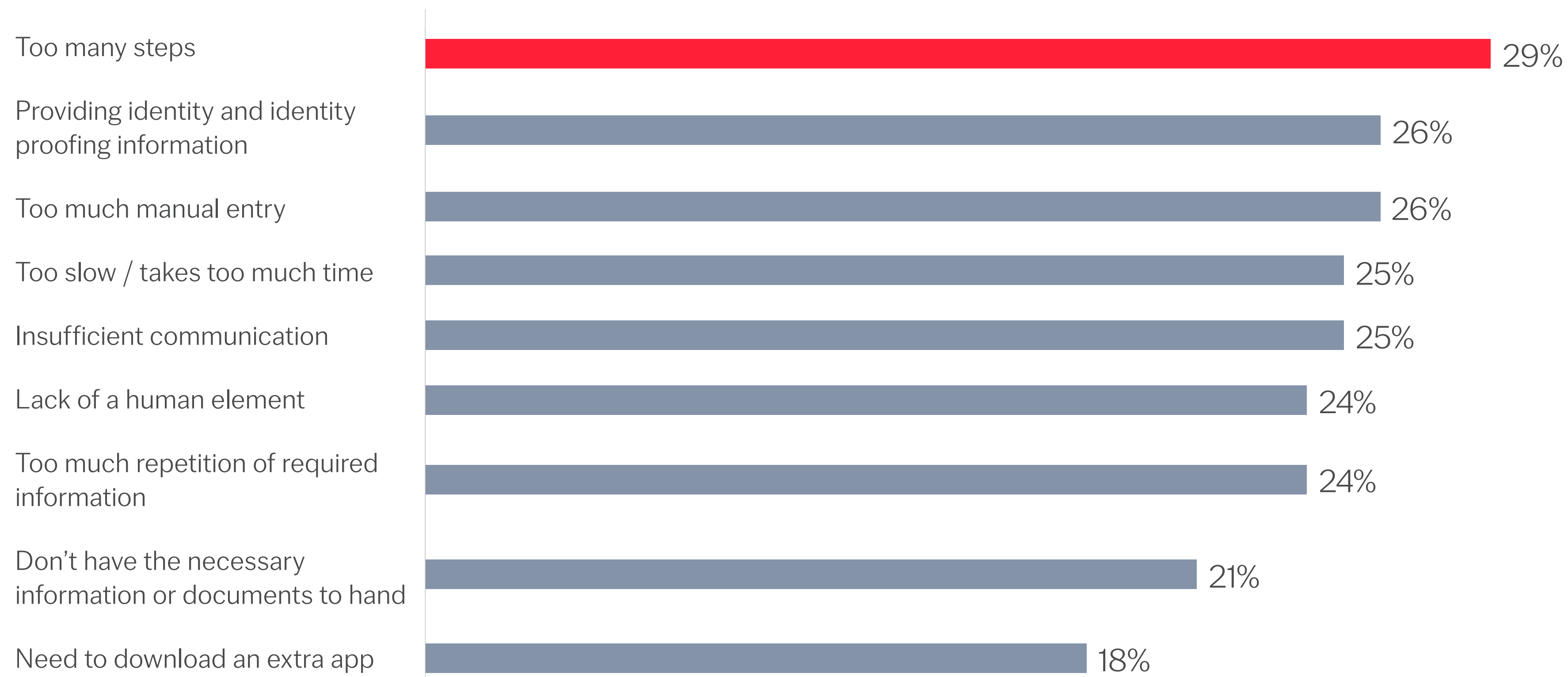
MEAN
Technology - 55%
Human interaction – 45%

	MEAN				
	USA	UK	Germany	France	Japan
Technology	56%	57%	60%	58%	40%
Human Interaction	44%	43%	40%	42%	60%

What factors do you believe contribute to people dropping out during your current onboarding process?

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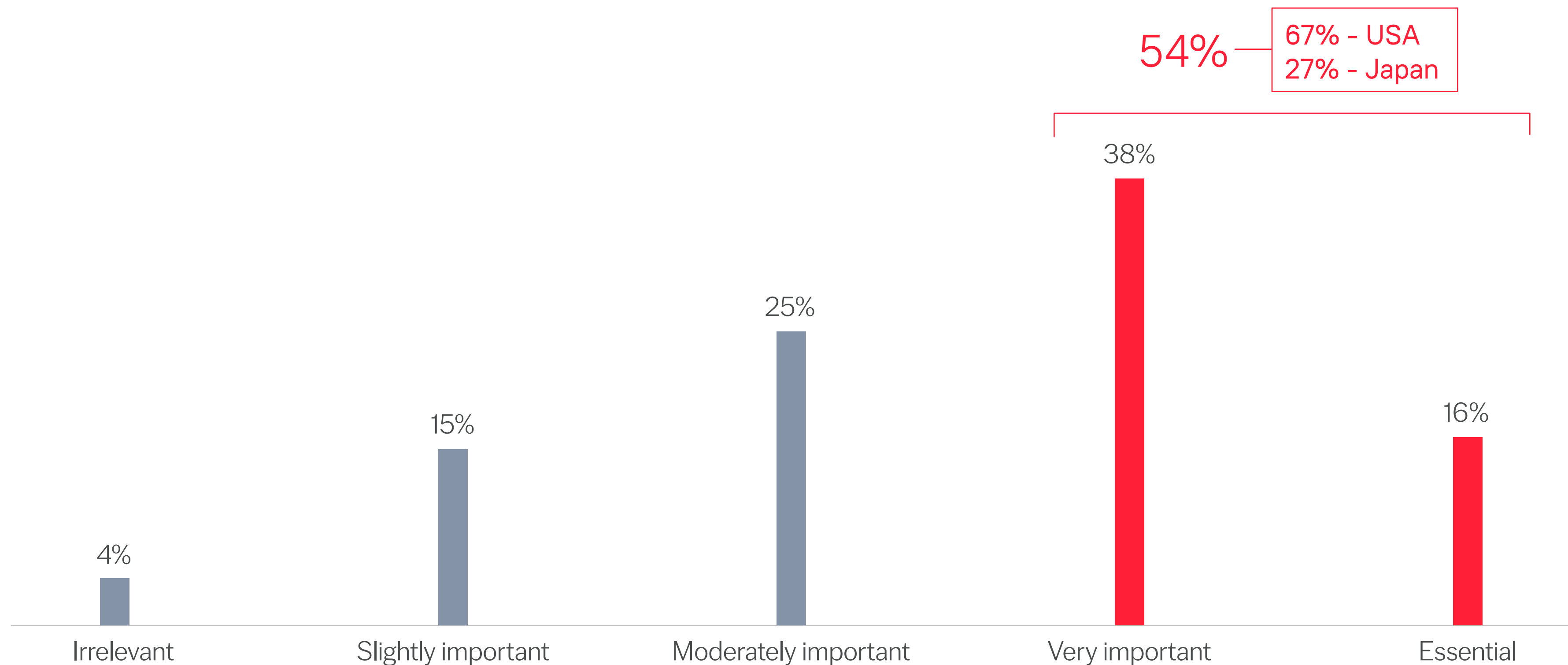
There are various factors that contribute to people dropping out during the onboarding process, the biggest (29%) is that there are too many steps



How important do you believe onboarding is as part of the customer experience and entire customer journey?

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More than half (54%) believe that onboarding is a very important part of the customer experience and entire customer journey



What business consequences did you experience due to customer abandonment during the last year?

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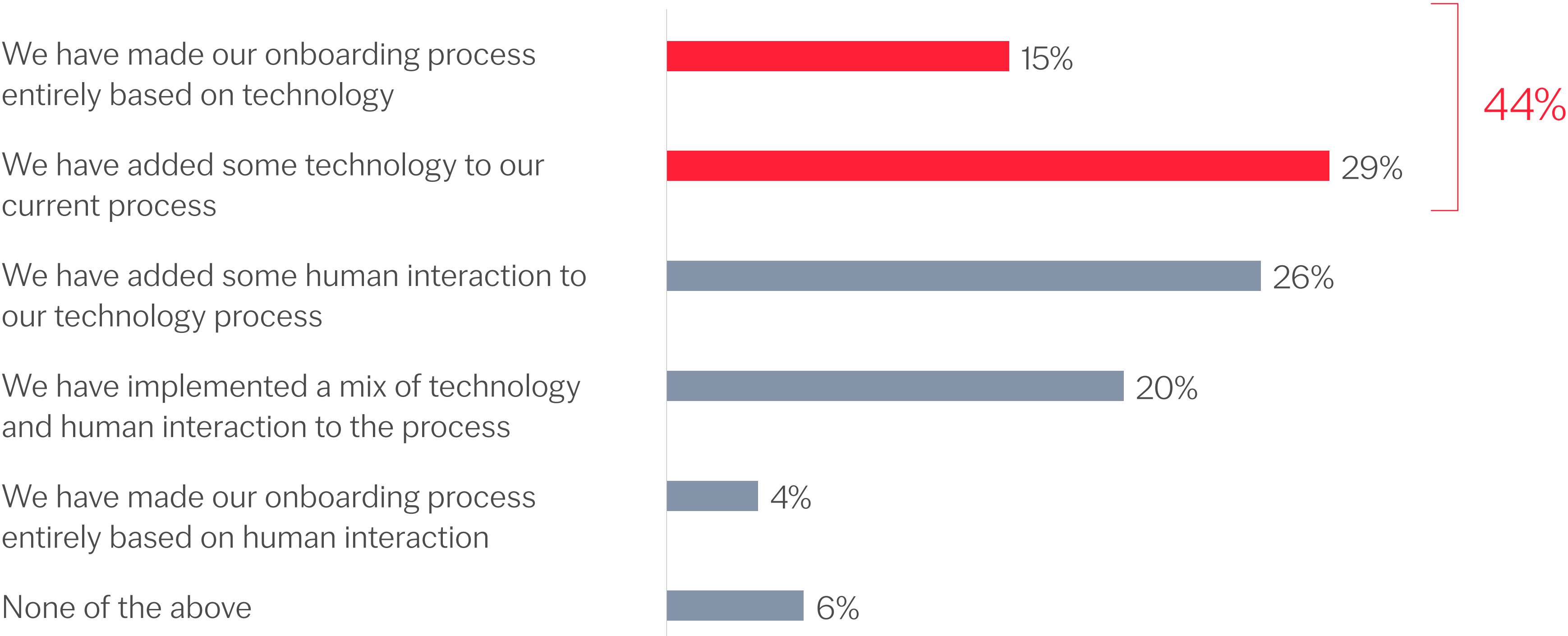
Consequences that were experienced due to customer abandonment at onboarding are: missing out on business opportunities (37%), losing potential customers to competition (33%), and struggling to attract new customers (31%)



Have you done anything to change your onboarding?



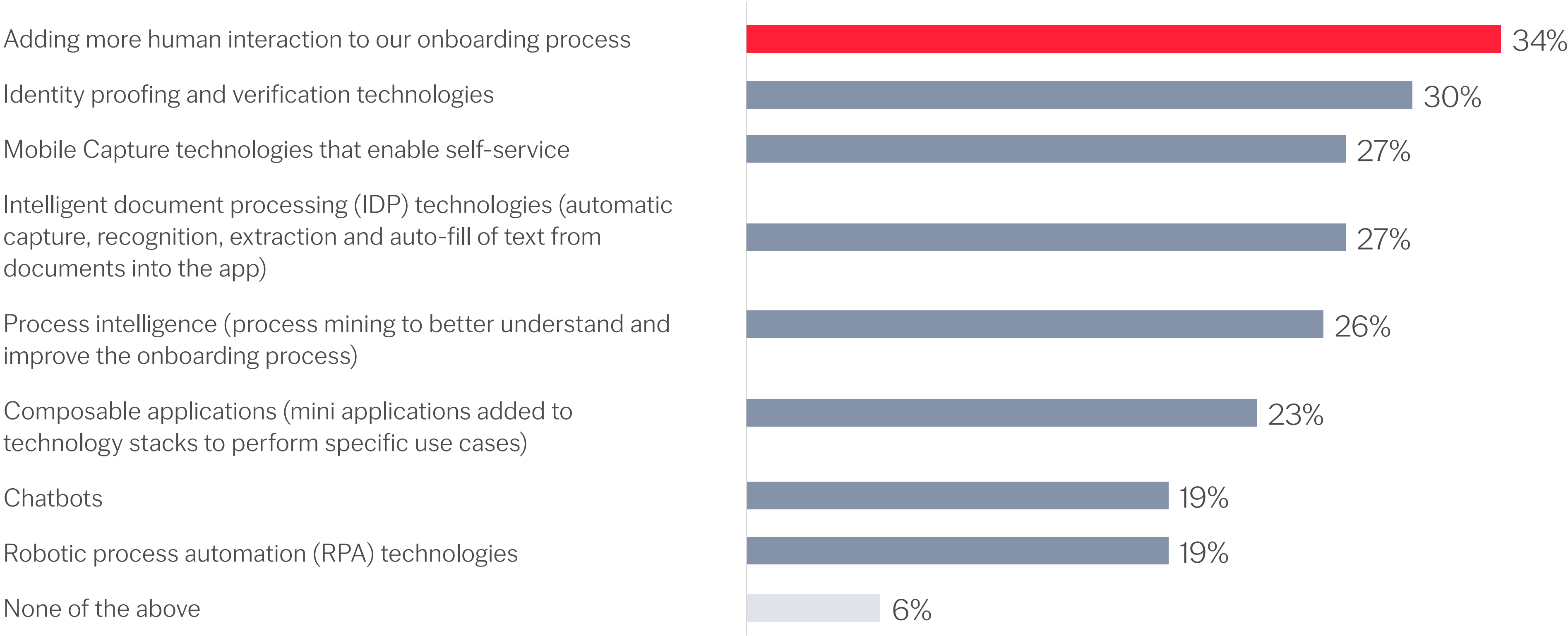
Changes to onboarding appear to be leaning towards adding technology to current processes (44%)



Which of the following measures have you currently put in place for onboarding?

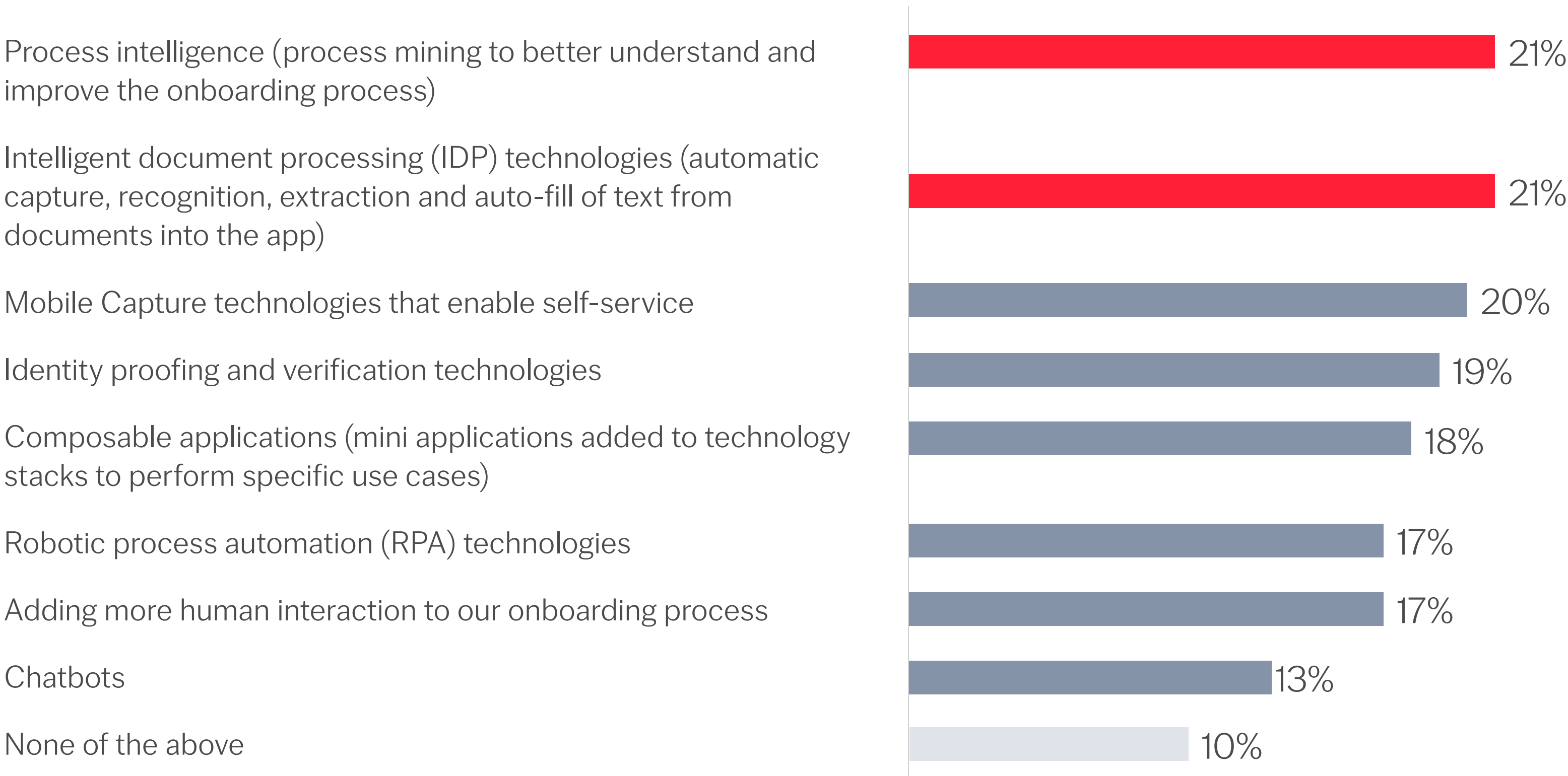


Although changes to onboarding appear to be leaning towards adding technology to current processes, it is evident that human interaction is still currently in place for onboarding (34%)



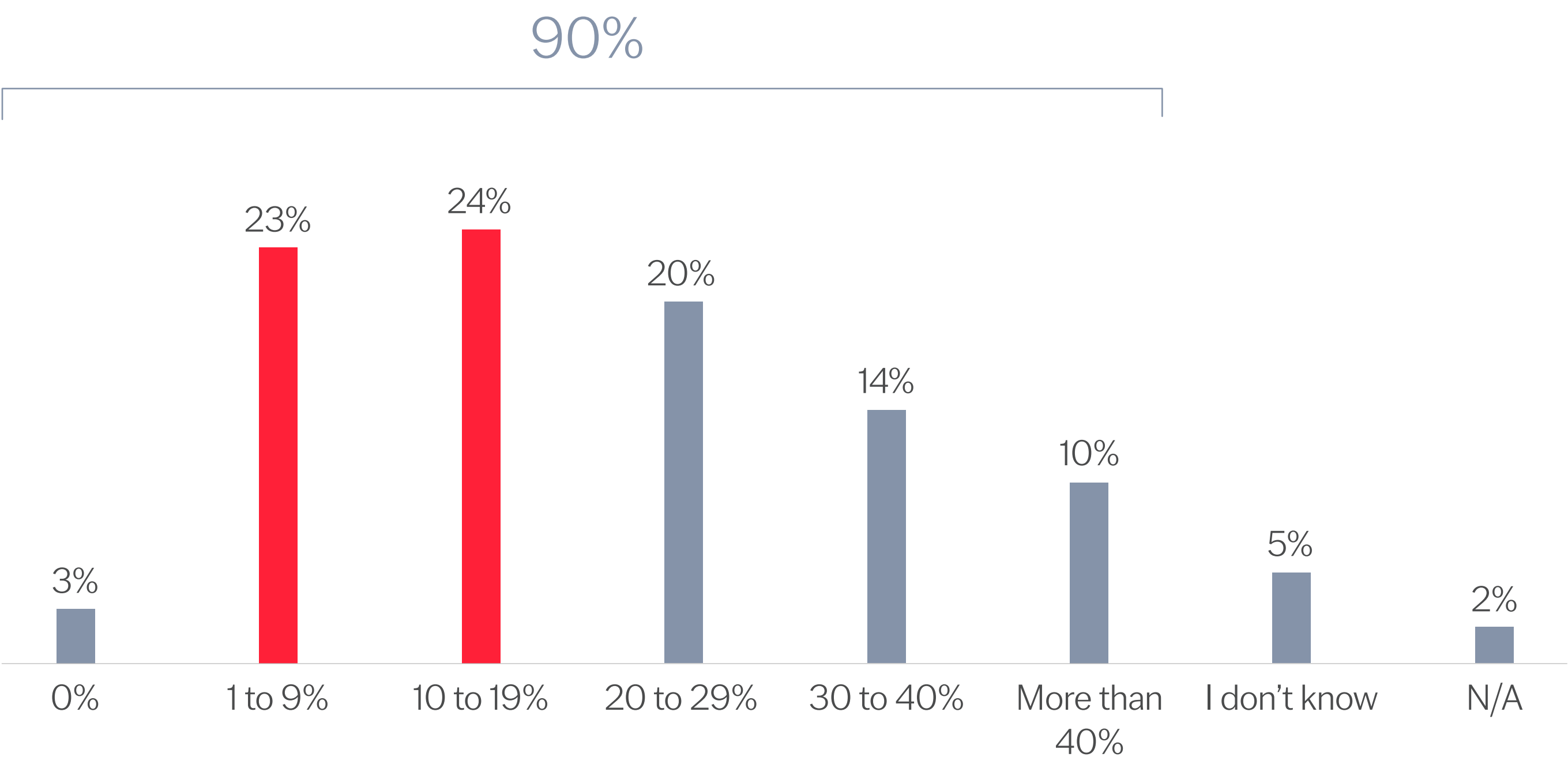
Which of the following technologies are you planning to put in place for onboarding?

Process intelligence (21%) and intelligent document processing (IDP) (21%) are the top two technologies being planned for onboarding



What is your abandonment rate at onboarding, i.e., ‘people dropping out during their current onboarding process’ of customers/constituents?

9 in 10 organizations experience up to 40% abandonment at onboarding



SECTOR	MEAN
Banking / financial service	23%
Retail	21%
Government	20%
Transportation and Logistics	20%
Technology	20%
Energy	20%
Non-profit	20%
Insurance	19%
Hospitality	19%
Manufacturing	18%
Education	18%
Healthcare	16%

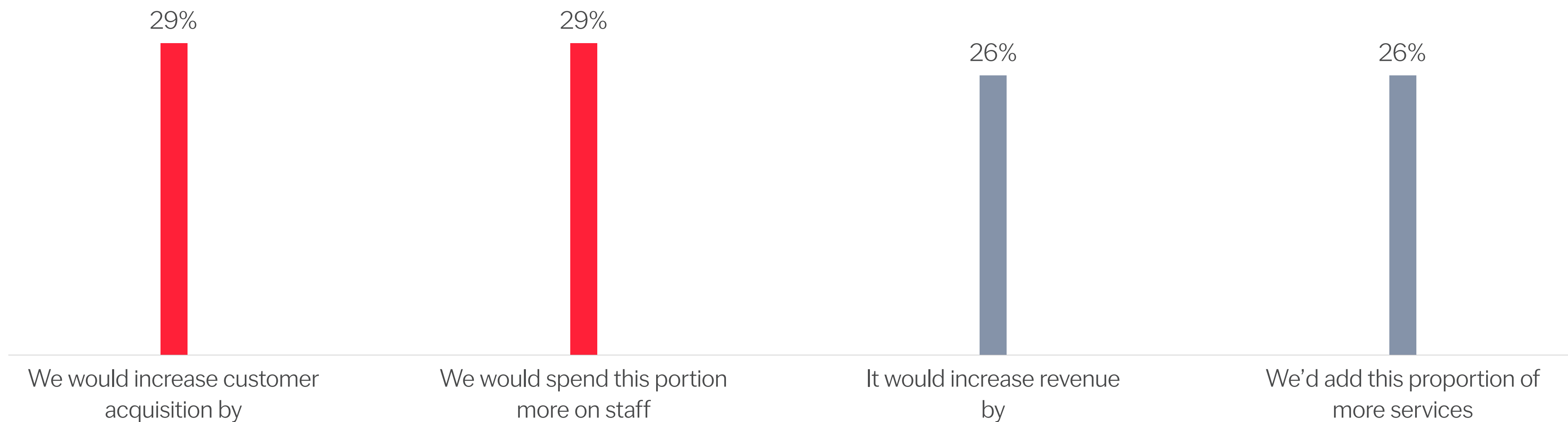
What effect has modifying your onboarding process had on your business?

Adding technology to change onboarding processes appears to have improved overall customer experience (43%) and increased customer retention (37%)

	We have made our onboarding process entirely based on technology	We have added some technology to our current process	We have added some human interaction to our technology process	We have implemented a mix of technology and human interaction to the process	We have made our onboarding process entirely based on human interaction
BASE	237	478	425	327	63
Improved overall customer experience	43%	33%	35%	41%	30%
Increased customer retention	39%	29%	34%	37%	29%
Reduced workload of employees	30%	33%	29%	33%	27%
Attracted more customers	32%	32%	25%	31%	24%
Reduced the abandonment rate	35%	30%	28%	27%	22%
Process improvement in all customer interactions	32%	23%	28%	25%	27%

What difference would it make to your company in the following areas if the abandonment rate was reduced by 50%?

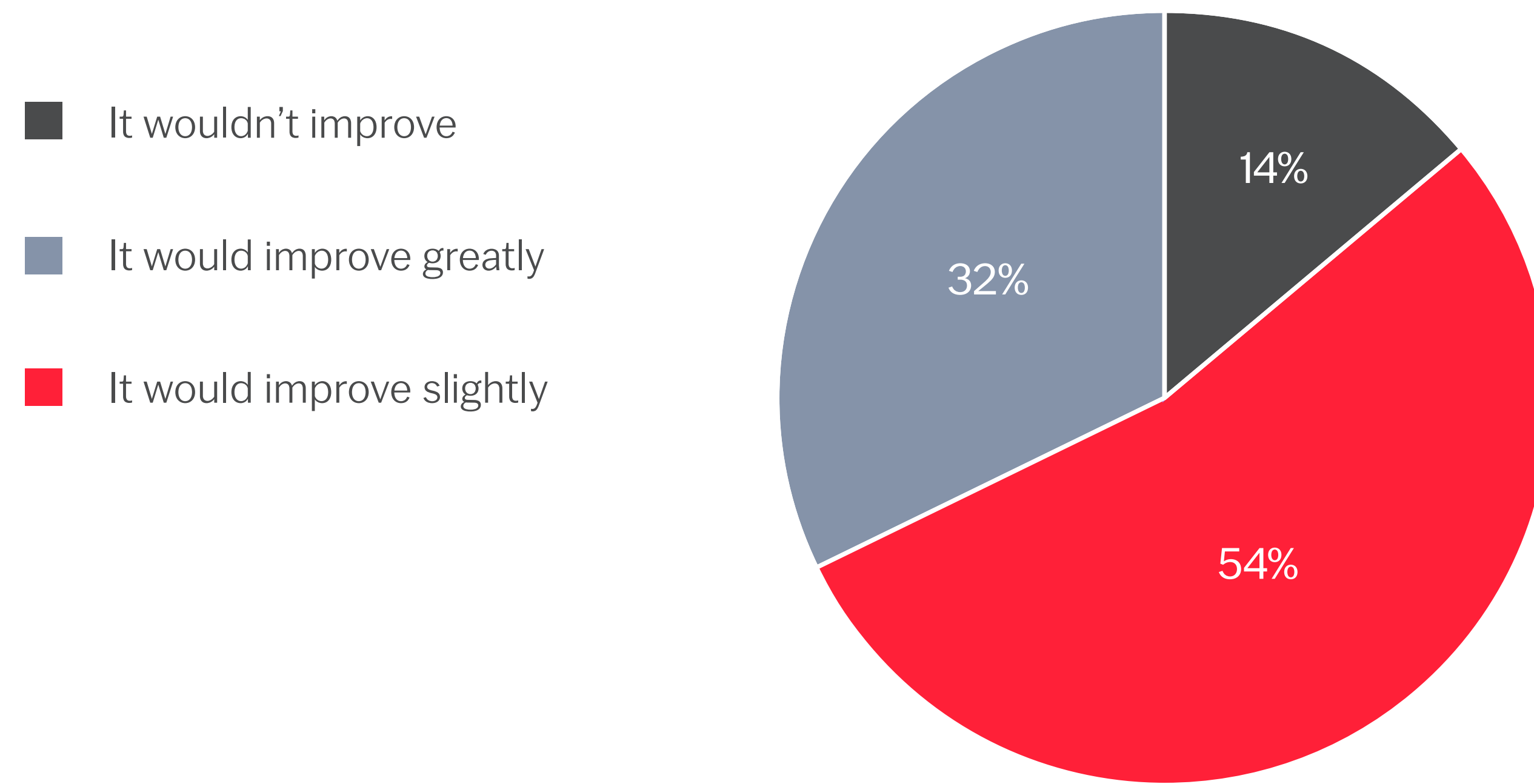
If the abandonment rate was reduced by 50%, most decision makers believe it would increase customer acquisition by 29% and increase revenue by 26%



To what extent would brand reputation improve if the abandonment rate was reduced by 50%?

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32% believe that brand reputation would improve greatly if the abandonment rate was reduced by 50%



Specific breakdowns
by country and sector



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Have you done anything to change your onboarding?



Changes to onboarding appear to be leaning towards adding technology to current processes in most sectors. All industries consider the human factor important and want a mix of both, only financial services lean more towards an exclusive technology solution (56%).

	Manufacturing	Financial service	Government	Insurance	Transportation and Logistics	Technology	Retail
BASE	203	202	165	118	105	411	136
We have made our onboarding process entirely based on technology	11%	22%	12%	12%	18%	16%	15%
We have added some technology to our current process	30%	34%	33%	26%	29%	30%	25%
We have added some human interaction to our technology process	26%	21%	30%	26%	29%	24%	24%
We have implemented a mix of technology and human interaction to the process	21%	17%	20%	25%	17%	20%	18%
We have made our onboarding process entirely based on human interaction	4%	3%	2%	3%	3%	5%	6%
TECHNOLOGY	41%	56%	45%	38%	47%	46%	40%
HUMAN INTERACTION	30%	24%	32%	29%	32%	29%	30%
MIX OF TECH AND HUMAN INTERACTION	21%	17%	20%	25%	17%	20%	18%

To what extent would brand reputation improve if the abandonment rate was reduced by 50%?

32% believe that brand reputation would improve greatly if the abandonment rate was reduced by 50%

	Global	USA	UK	Germany	France	Japan
BASE	1623	402	403	314	304	200
It wouldn't improve	14%	15%	16%	10%	14%	17%
It would improve slightly	54%	42%	53%	59%	61%	60%
It would improve greatly	32%	43%	31%	31%	25%	24%

What difference would it make to your company in the following areas if the abandonment rate was reduced by 50%?

If the abandonment rate was reduced by 50%, customer acquisition would be increased the most in most countries and sectors

BY SECTOR

	Manufacturing	Financial service	Government	Insurance	Transportation and Logistics	Technology	Retail
BASE	203	202	165	118	105	411	136
We would increase customer acquisition by	25%	34%	26%	26%	28%	32%	31%
We would spend this portion more on staff	24%	35%	26%	26%	27%	32%	29%
It would increase revenue by	24%	32%	20%	25%	24%	29%	29%
We'd add this proportion of more services	22%	33%	23%	22%	23%	30%	25%

What difference would it make to your company in the following areas if the abandonment rate was reduced by 50%?



If the abandonment rate was reduced by 50%, customer acquisition would be increased the most in most countries and sectors

BY COUNTRY

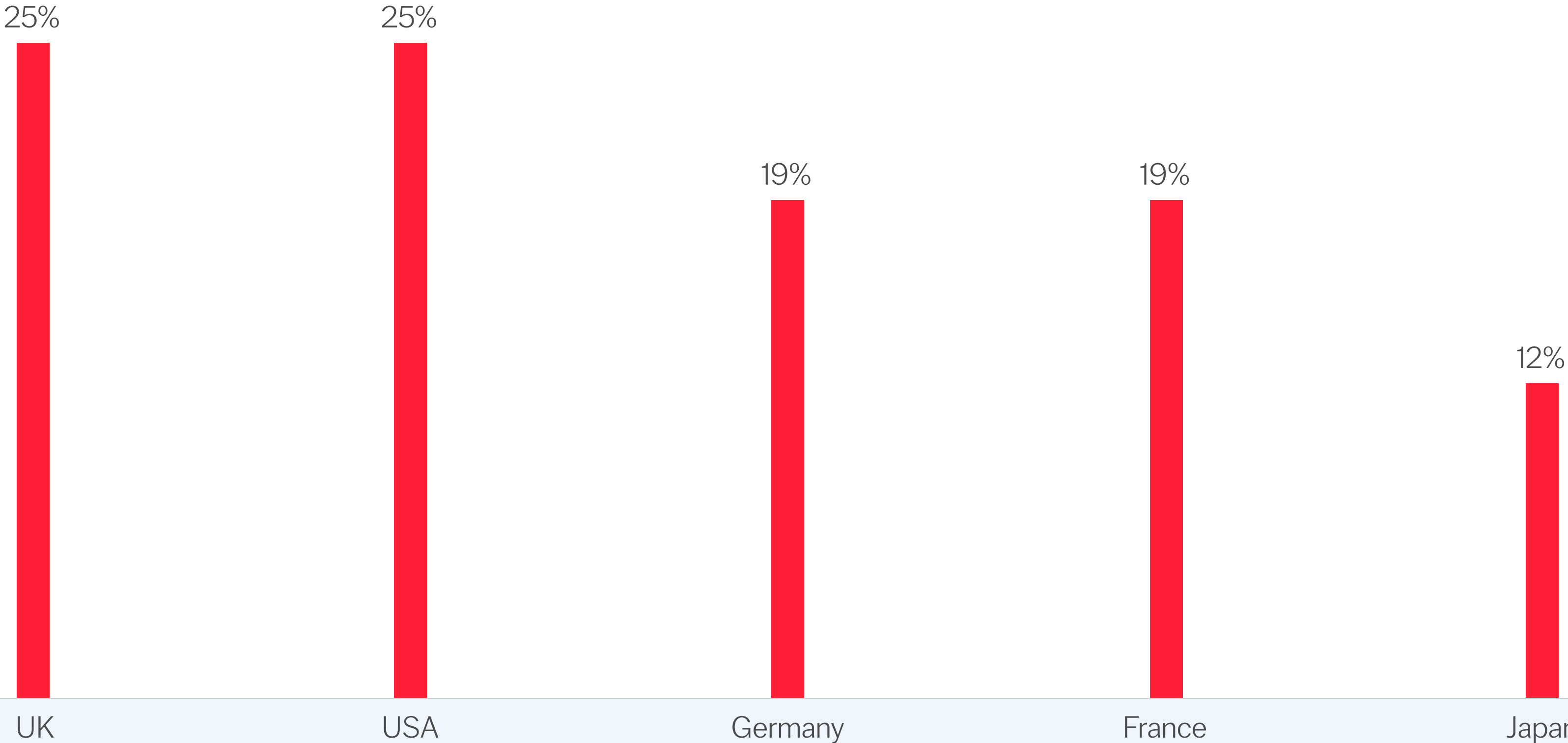
	USA	UK	Germany	France	Japan
BASE	402	403	314	304	200
We would increase customer acquisition by	34%	29%	33%	24%	23%
We would spend this portion more on staff	34%	28%	31%	28%	21%
It would increase revenue by	32%	27%	26%	22%	21%
We'd add this proportion of more services	32%	24%	28%	22%	21%

Overview of global respondents

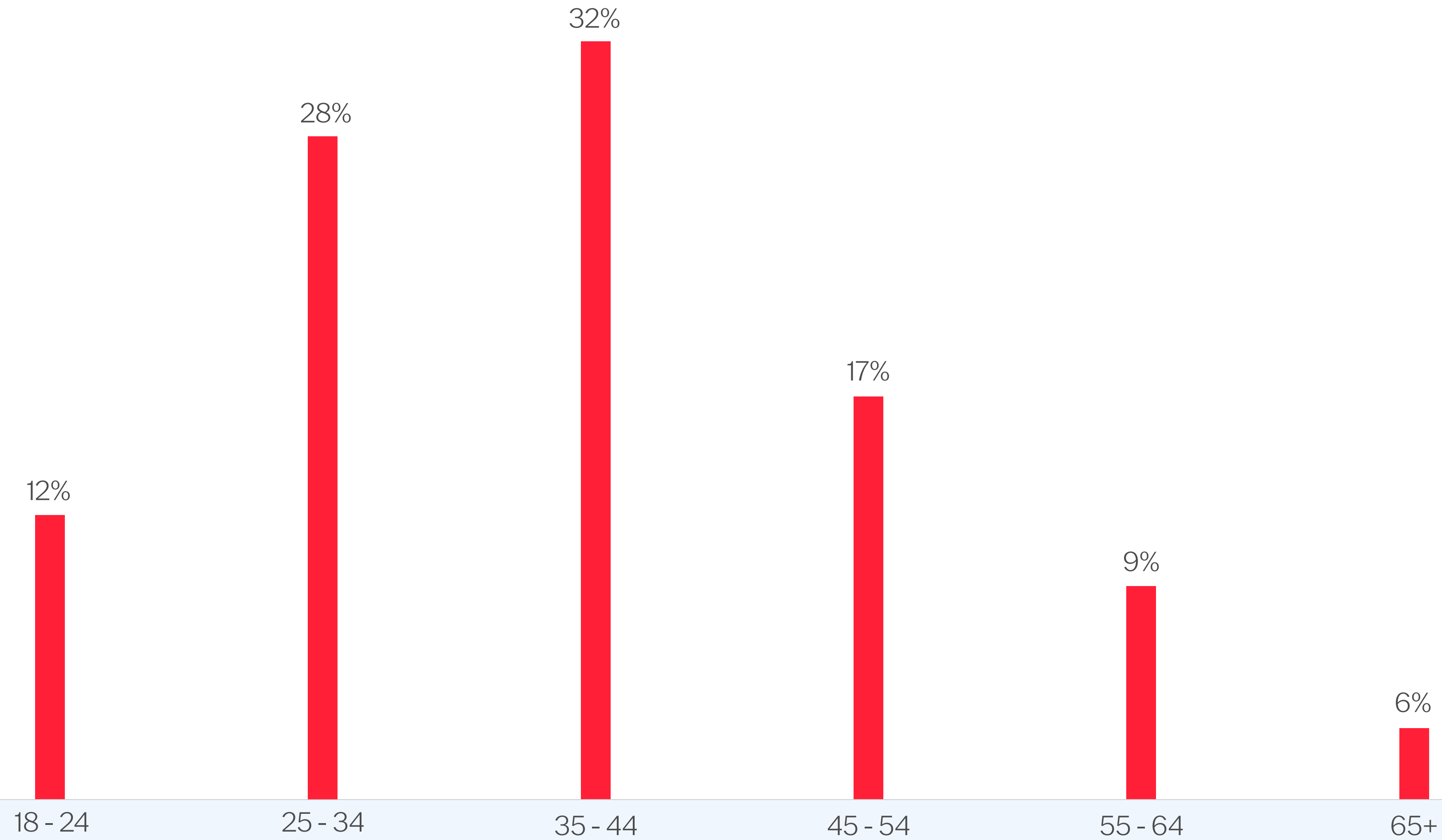


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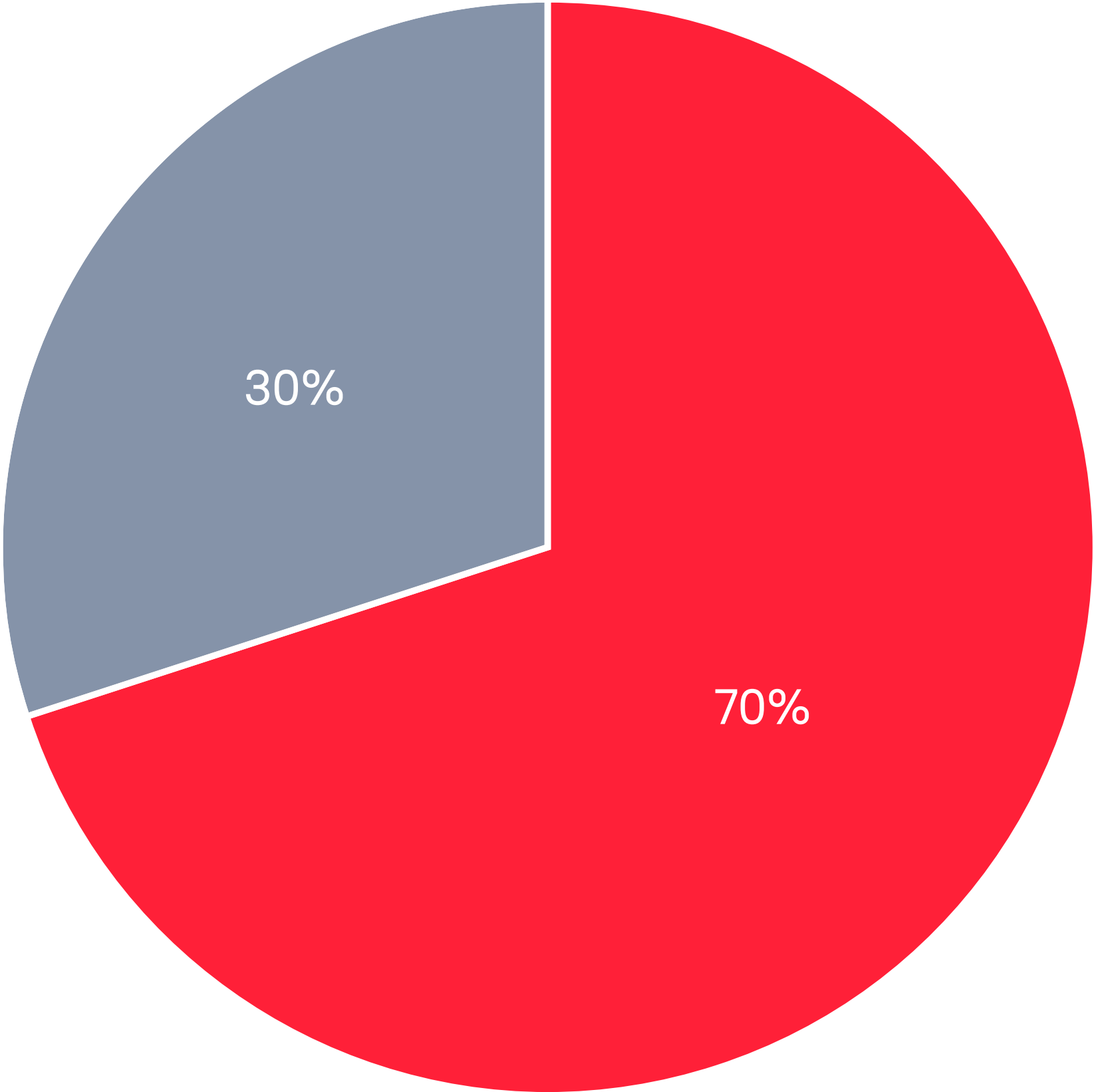
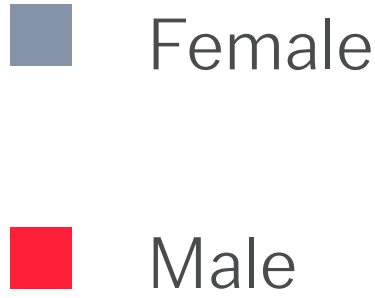
Country



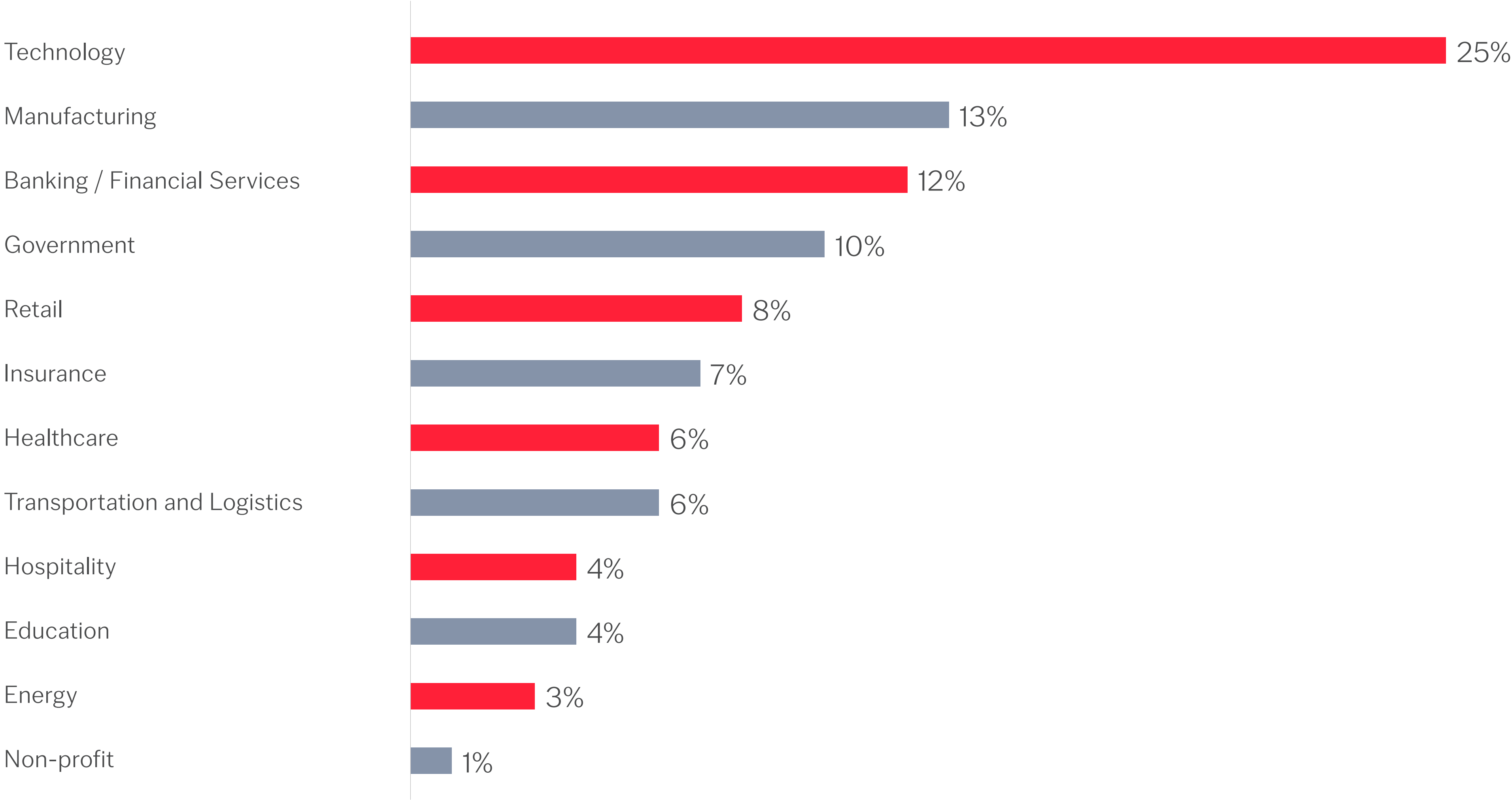
Age group



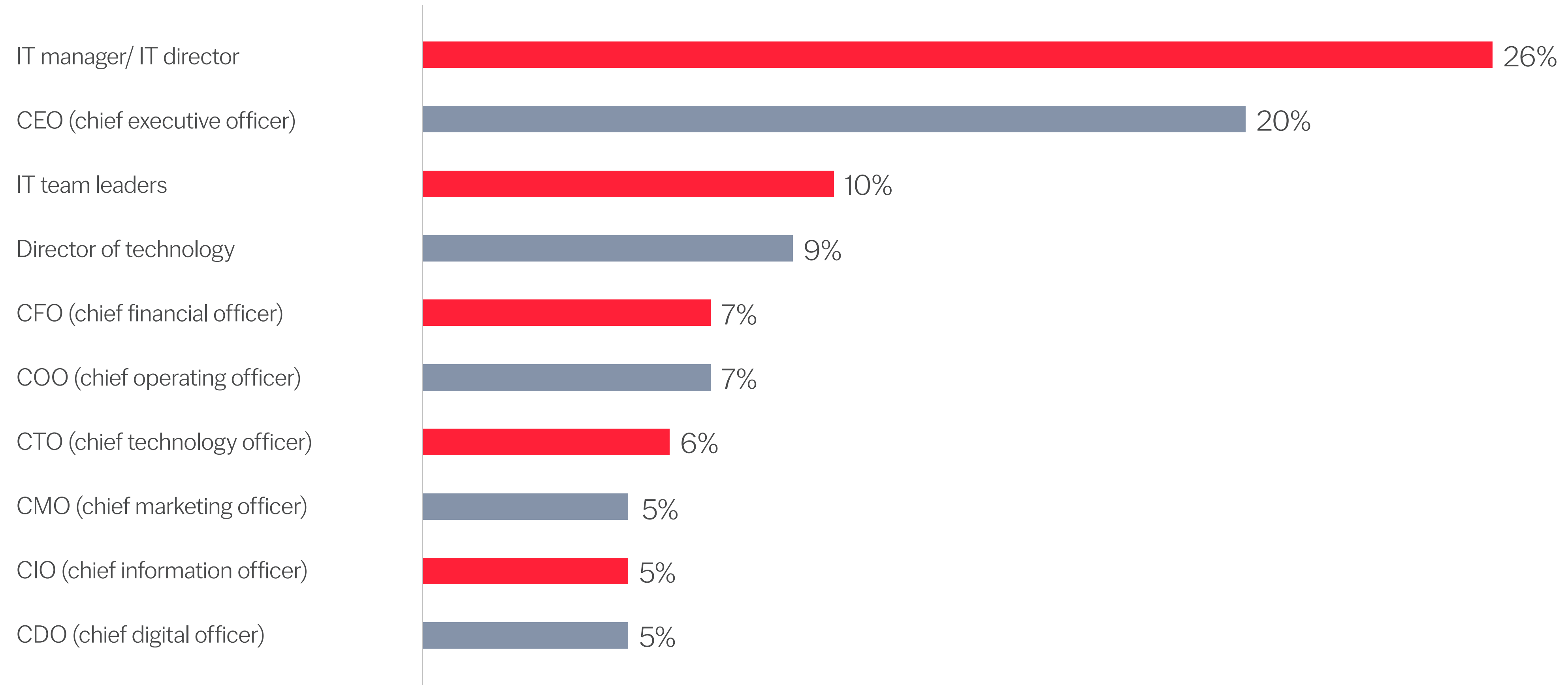
Gender



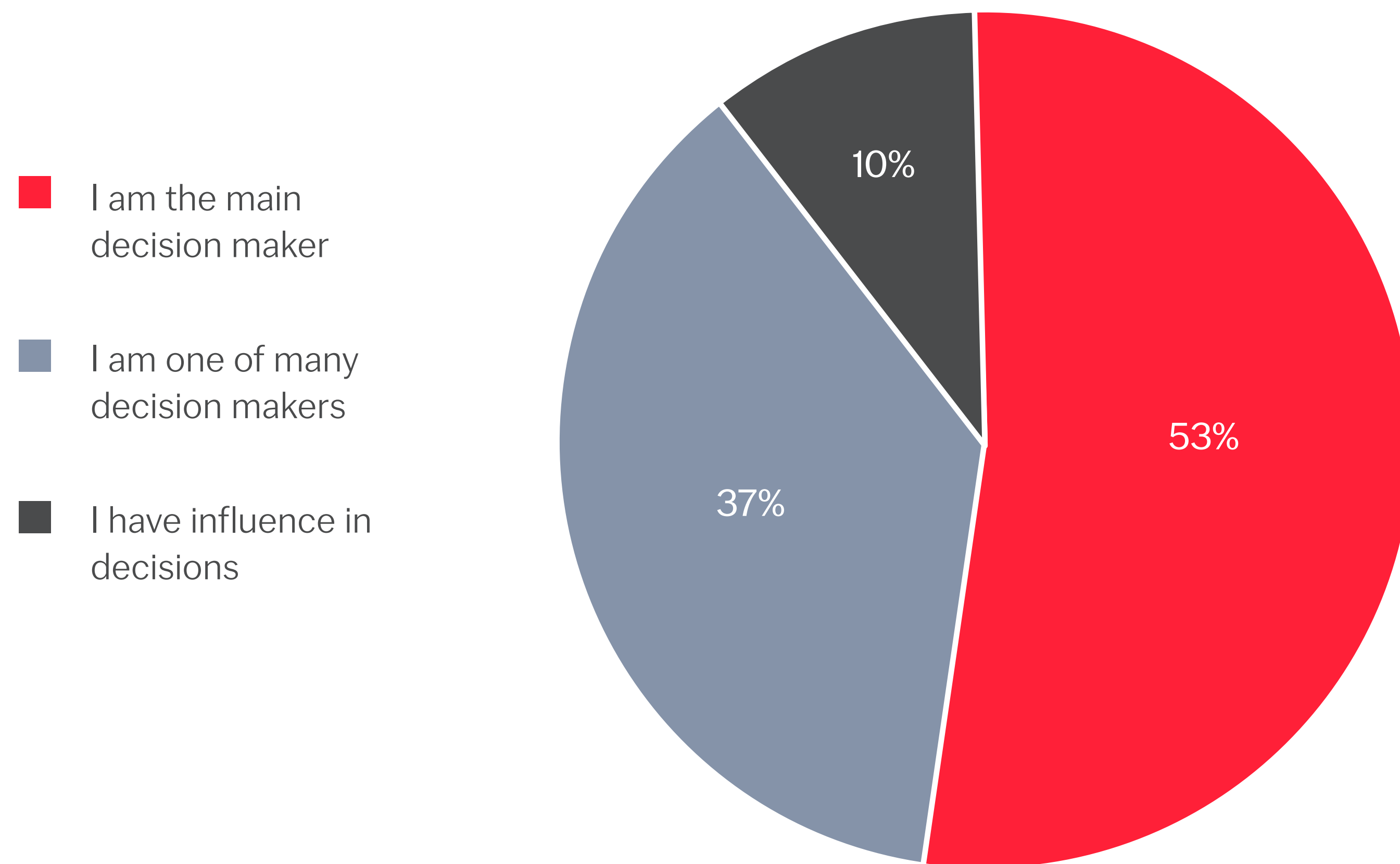
Sector



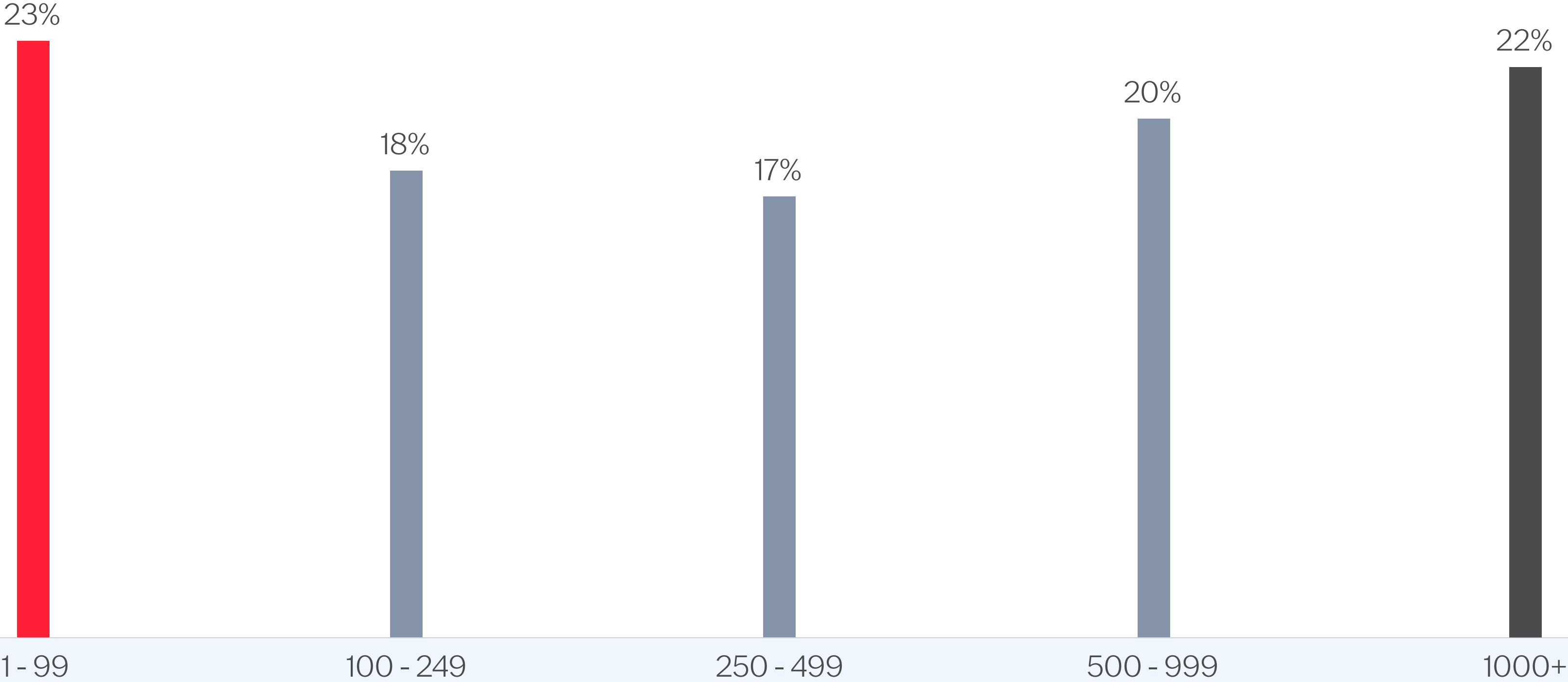
Job titles



Decision making responsibility



Number of employees in organization



About ABBYY

ABBYY puts your information to work. We combine innovation and experience to transform data from business-critical documents into intelligent actionable outcomes in over 200 languages in real time. Our solutions transform enterprise data and empower you with the insights you need to work smarter and faster.

We help more than 10,000 companies globally, including many of the Fortune 500, to drive significant impact where it matters most: customer experience, profitability, and competitive advantage.

ABBYY is a US-based global company with offices in 12 countries.

For more information, visit **www.abbyy.com** and follow us on **LinkedIn, Twitter, Facebook, and Instagram.**



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ABBYY Vantage

ABBYY Vantage is a comprehensive platform that applies AI to understand your documents in a fast and simple way. Vantage makes today's digital worker and processes smarter by delivering skills that read, understand, and extract insights from documents, helping enterprises accelerate digital transformation.

[More information](#)

ABBYY Timeline

ABBYY Timeline features advanced process mining and task mining technology using the latest artificial intelligence (AI). It enables businesses to automatically build an interactive digital twin of their processes, analyze them in real time to identify bottlenecks, and predict future outcomes to facilitate decision-making of technology investments.

[More information](#)

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