



How IU University Improved Its New **User Experience & NPS**



Challenge:

- High Trial Drop Off
- Numerous Support Tickets
- Low Student Engagement
- Slow Trial Conversions

Remote Students Experiencing

Insufficient Communication
and Support In-App

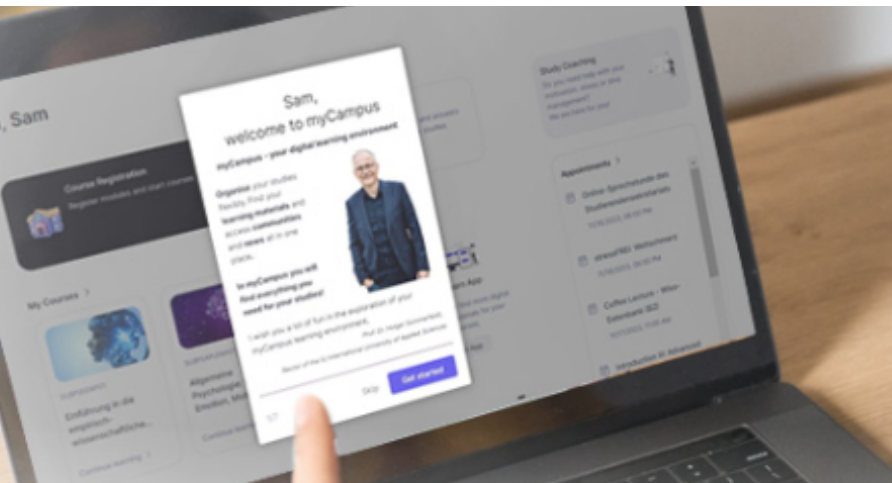
Confusion Over The First
Steps In the platform



Solution:

Automated Onboarding and
Feedback Collection Flows

Built with a low-code, easy-to-use tool,
without the need of developers or sprints.



30%

Higher Student NPS
Score

50%

More Valuable
Feedback
Collected In-APP

“ Our onboarding process for remote students allow us to greet each student by name, deliver relevant content to each group, and maintain 24/7 contact. This has significantly boosted our NPS score, and eased the burden on our student office.

Elisa Guttman,
Customer Experience Manager,

iu
INTERNATIONAL
UNIVERSITY OF
APPLIED SCIENCES



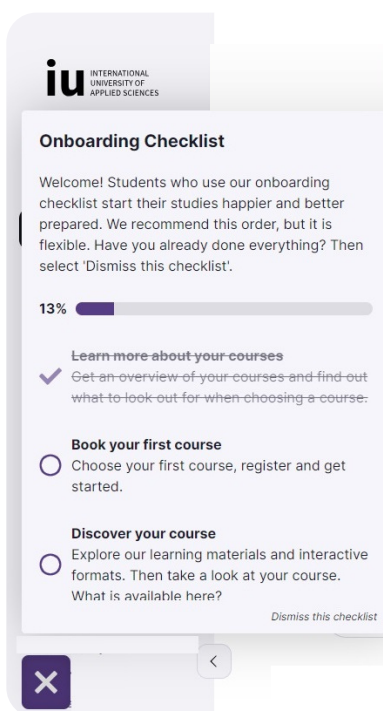
Company Business Model

IU International University of Applied Sciences serves thousands of remote students globally, offering 200+ online Bachelor's and Master's programs. Students can explore the platform with a 30-day free trial before committing to a paid plan.

How IU University Gets Its New Students Hooked:

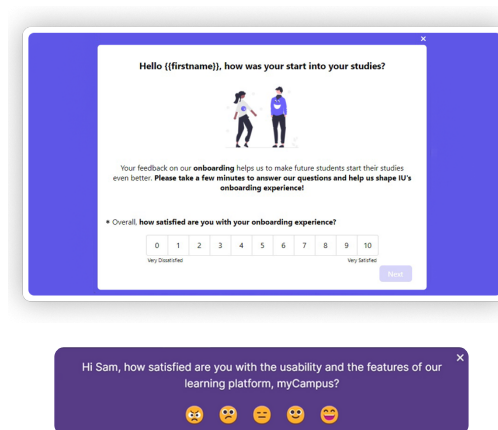
Step 1: Onboarding Checklist with Feature Tours to guide users

- A step-by-step checklist is displayed to all new users upon sign-up, guiding them through the first important steps before they begin their studies.
- Feature Tours teach students how to complete these steps within the platform.



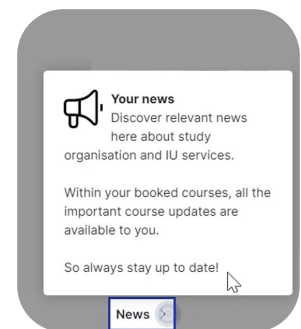
Step 2: Surveys and Feedback Cards to collect information

- End of Trial (Onboarding) Survey – A crucial element in the flow, helping the team identify and fix weak points in the onboarding process and improve platform stickiness.
- NPS Survey – Assess the easiness of the remote learning module.
- Feedback Cards after each tour help the team identify and fix the weak points of each concrete part of the onboarding.



Step 3: Announcements and Hints to communicate news and updates

- Announcements and Flashing Beacons (Hints) enable the University CX team to deliver important updates and events relevant to students' learning modules in real time while using the platform.



Power Tip:

Similar to IU University, remember to leverage segmentation to create personal, relevant and contextual onboarding for different users. Match your branding to ensure your content integrates seamlessly with your app's UI.

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