



# Top 8 companies to ace **customer onboarding** experience



# Transforming the customer journey

Today's customers expect more than just access to mobile app—they expect a seamless, intuitive, and secure start to their financial journey. From the very first interaction, customers want an experience that feels personal, effortless, and tailored to their needs.

A modern digital onboarding process delivers just that. It not only meets expectations but also anticipates them—adapting to each customer's behavior, preferences, and questions in real time.

For customers, this means:

- 1 **An easy, self-guided setup with no unnecessary friction**
- 2 **A consistent experience across mobile, web, and in-branch touchpoints**
- 3 **Clear, simple steps to meet compliance requirements without confusion**
- 4 **A sense of being understood and supported from the very beginning**
- 5 **A fast, personalized welcome that builds trust and confidence**



# Why onboarding matters?

Source: kychub, App0

**Over 63%**

of customers abandon digital banking applications due to complicated onboarding processes.

---

**60%**

reduction in drop-off rates for banks with optimized digital onboarding processes.

---

**20%**

faster time-to-revenue for banks using digital-first onboarding.

**90%**

of financial institutions report customer abandonment during onboarding, costing millions in lost business.

---

**50%**

higher customer retention with shorter, digital onboarding processes.

---

# To create a world-class onboarding experience

## Learn from digital-native leaders

### ▶ User-centric design:

Simplify account opening like **Chime** with just three easy steps and guide users intuitively using contextual tooltips—an approach perfected by **Axis Bank**.

### ▶ Automation:

Accelerate KYC with AI ,OCR, and ML, as seen in **Revolut** and **Airbnb**, enabling real-time identity verification and reducing manual effort and costs by up to 90%.

### ▶ Personalization:

Deliver tailored experiences from the very first interaction—take inspiration from **Netflix**, which curates content based on individual preferences.

### ▶ Multi-channel support:

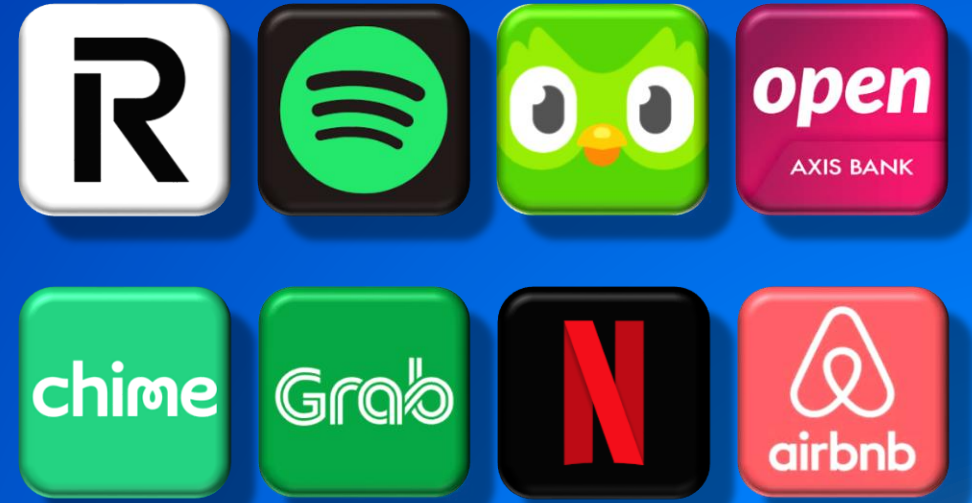
Provide a seamless, consistent journey across platforms, much like **Spotify**, where users can switch devices without disruption.

### ▶ Gamification:

Increase engagement and motivation through rewards and progress tracking—**Duolingo** does this effectively with gamified elements like streaks and progress bars.

Best practices

# Companies to ace customer onboarding experience



1

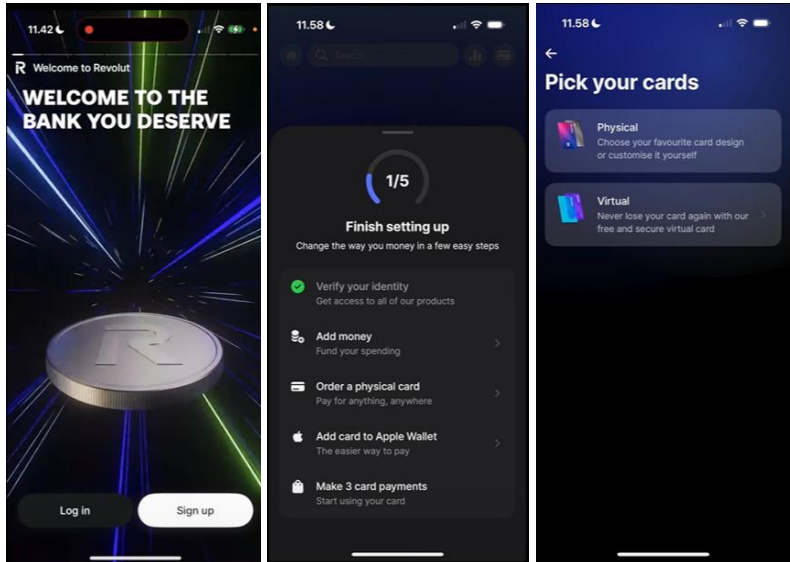
# Revolut

Treating speed as a core product feature

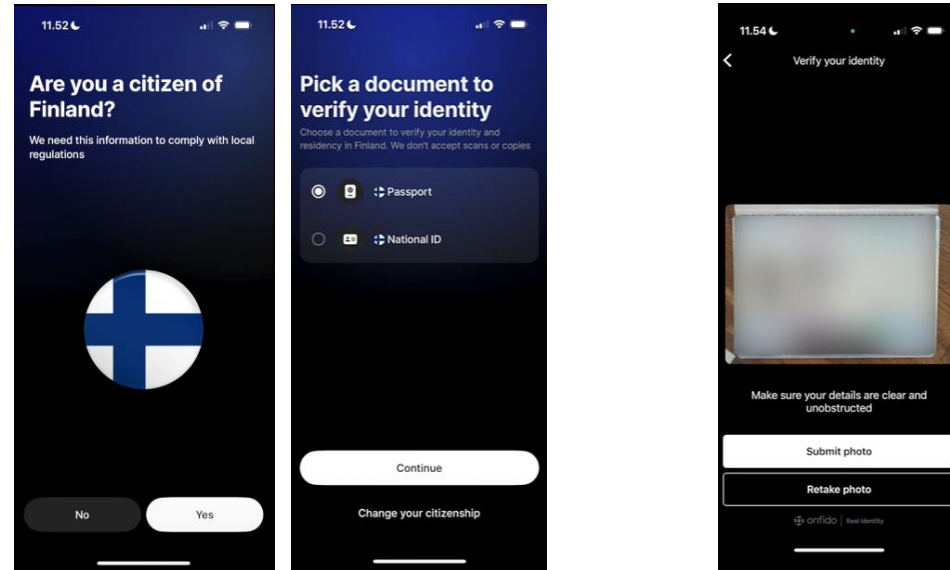
**Philosophy:** Banking shouldn't feel like banking.

**Learning for Bank:** Speed and flexibility trump rigid processes.

How they won:



**Onboarding feel like a tech product launch**, account opens in **less than 5 mins** with real-time progress bars, instant card access.



Built a **modular compliance system** that adapts to local regulations without sacrificing speed.

**KYC done in 5 second with ML-powered ID scans**, eliminating the need for paperwork or file uploads



2

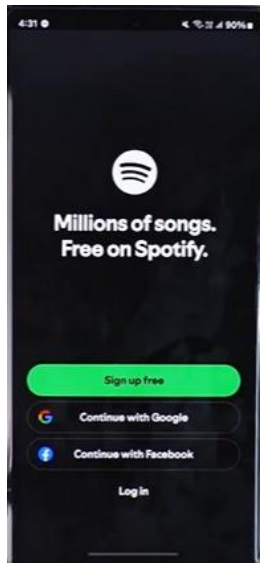
# Spotify

The "WOW before paywall" strategy

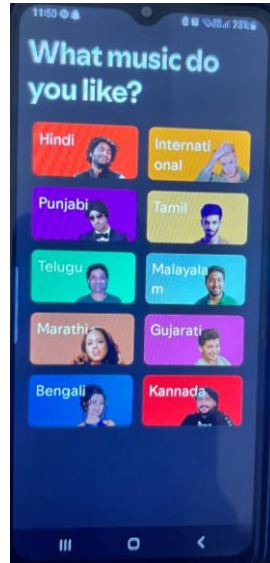
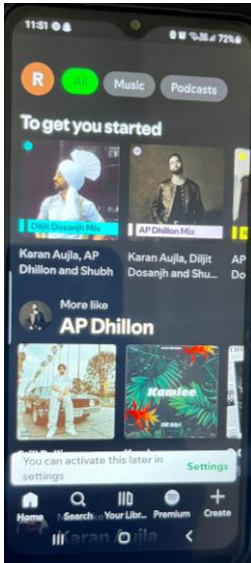
**Philosophy:** Hook users emotionally before asking for money.

**Learning for Bank:** Reduce upfront asks and tailor services in real time

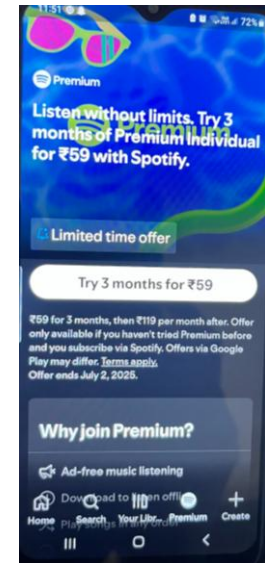
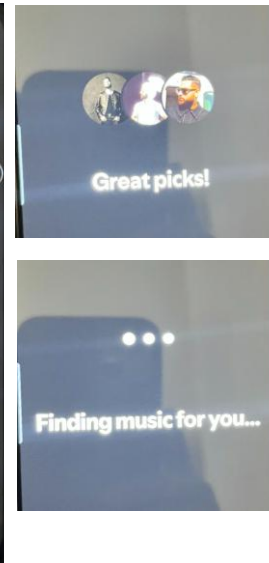
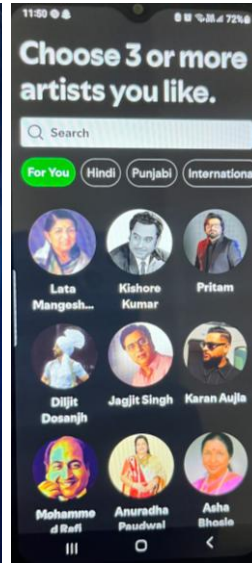
How they won:



**Immediate music access after email sign-up;** preferences refined later.



10-second "artist selection" builds **personalized playlists instantly**



**Delayed premium upsell** until after first engagement peak (e.g., after saving 3 songs).

3

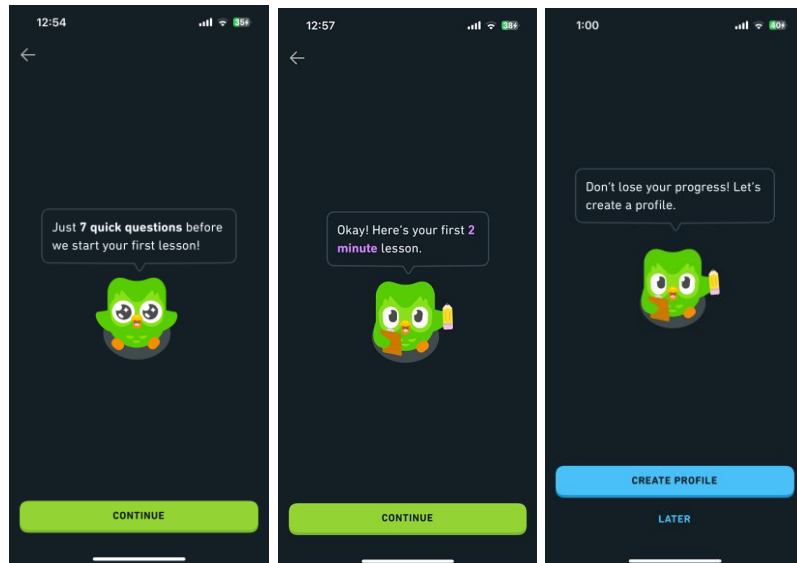
# Duolingo

## Onboarding as the first lesson

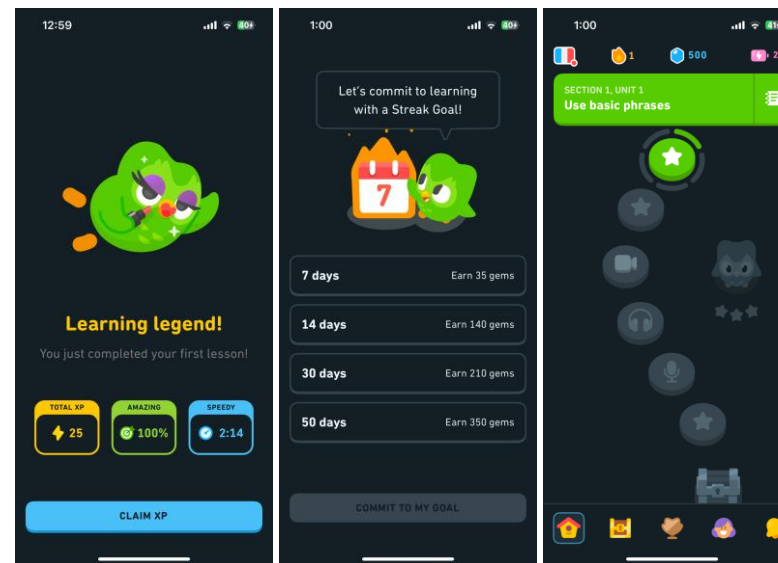
**Philosophy:** Learning starts at download, not after registration.

**Learning for banks:** Personalised gamification creates emotional connect

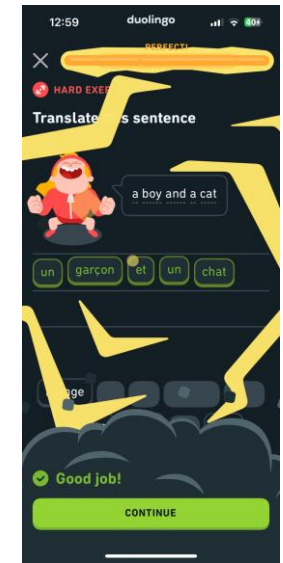
How they won:



**No upfront signup** — users start learning new language after answering 7 questions.



Streaks, XP points, and leaderboards **turn learning into a game.**



**Used "failing forward" (unlimited retries)** to reduce anxiety.



4

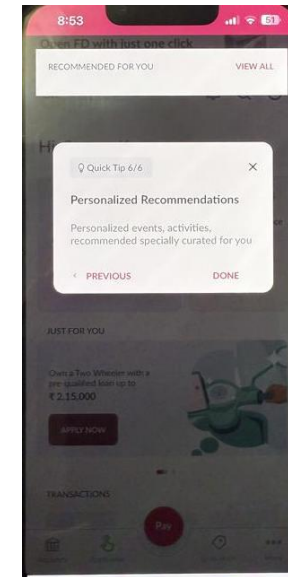
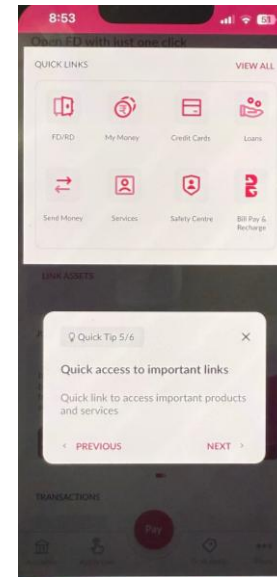
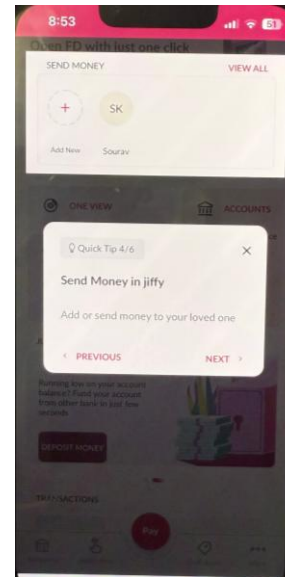
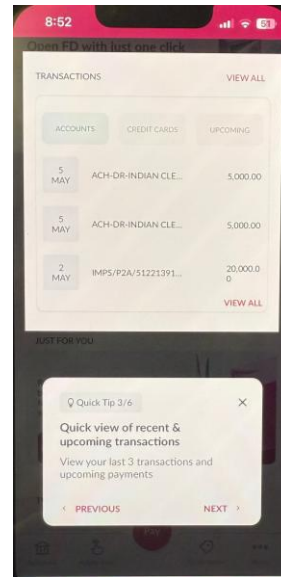
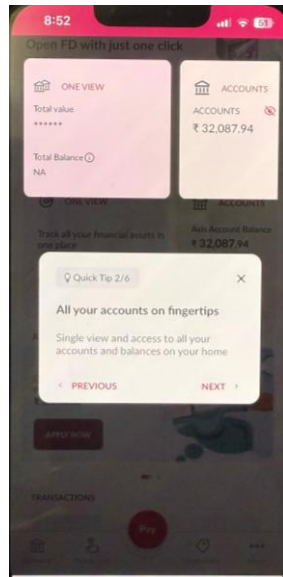
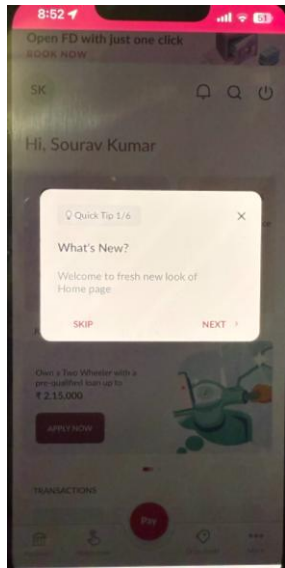
# Axis Bank

## Contextual "Aha!" moments

**Philosophy: Digital banking should teach, not frustrate.**

**Learning for Bank: Embed tool tips to reduce support needs**

### How they won:



**Deployed dynamic tooltips** that trigger only when customer logs in to the updated app

**Used interactive walkthroughs** for complex flows with step-by-step overlays.

5

# Chime (Neobank)

The anti-bank onboarding playbook

**Philosophy: Banking access is a right, not a privilege.**

**Learning for Bank: Align onboarding with financial benefits.**

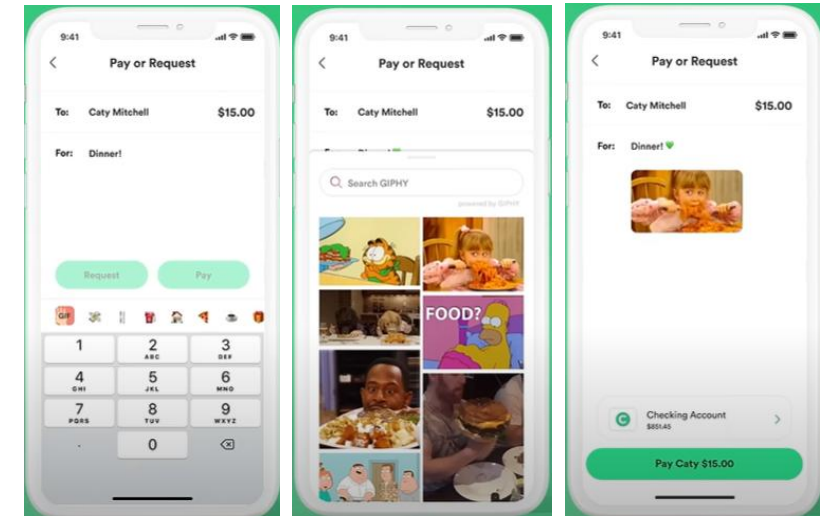
How they won:



**3 step account opening process** with minimal input fields.



Granted **instant access to accounts/funds** before card delivery.



**Sending money made easy and fun** (select payee – enter amount- add GIF and done)

6

# Grab

One-time onboarding for limitless possibilities

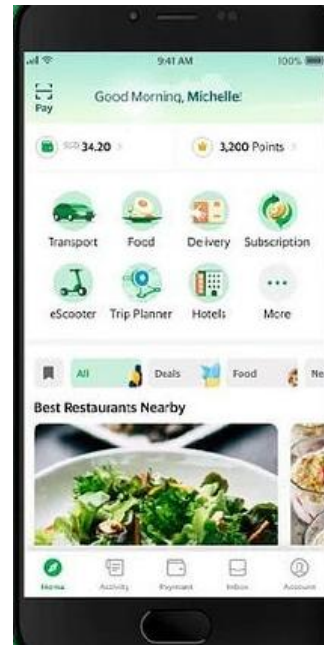
**Philosophy: One identity to rule all services.**

**Learning for Bank: Orchestrate customer journey to eliminate frictions**

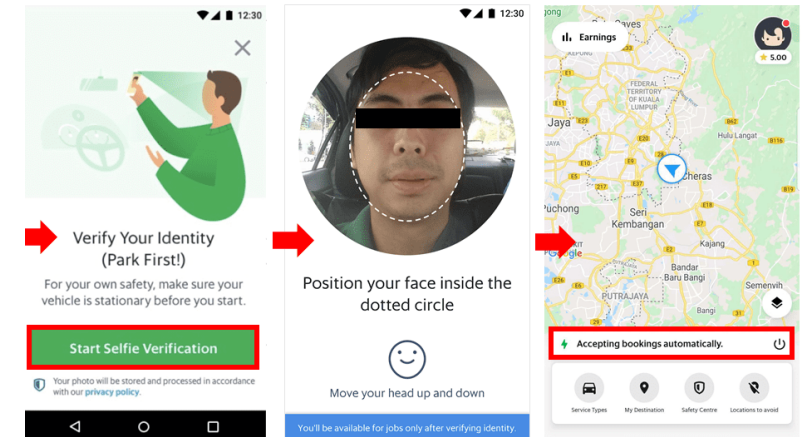
How they won:



**Used single biometric KYC** to unlock payments/insurance/investing.



**Embedded financial onboarding** within ride-hailing/food delivery flows.



**Auto-populated data** from existing Grab profiles.

7

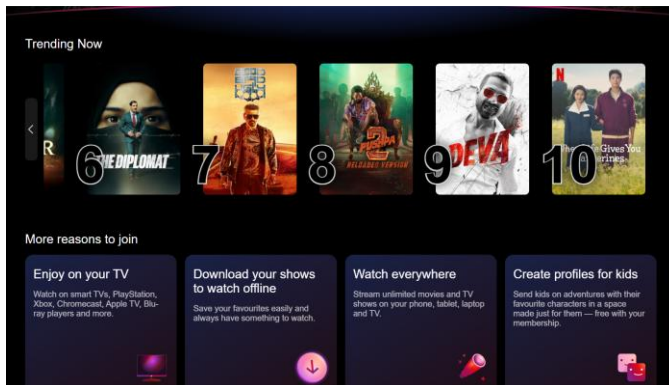
# Netflix

The "binge-onboarding" engine

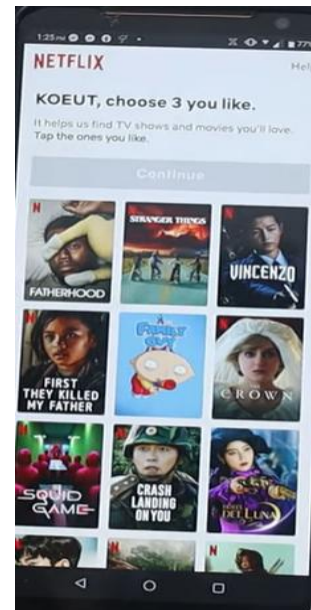
**Philosophy:** Your first click should feel like a personalized cinema.

**Learning for Bank:** Show value before commitment.

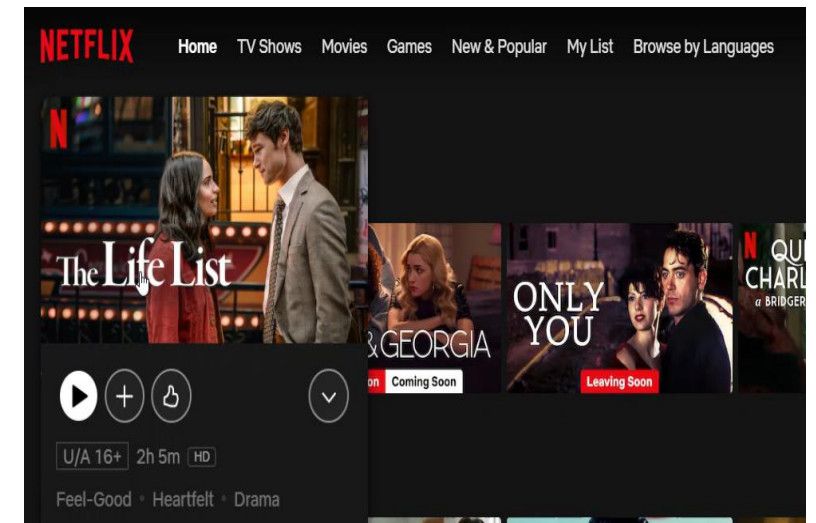
How they won:



**Delayed signup:** Let users browse content before registering (creating psychological investment).



**Taste profiling during onboarding:** "Select 3+ titles you like" → instantly generates recommendations.



Auto-play trailers on **hover to trigger** dopamine hits pre-signup.



8

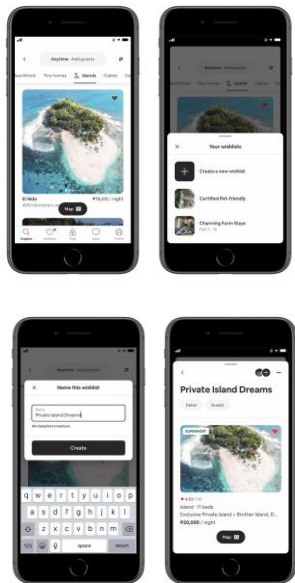
# Airbnb

## Dual-path trust building

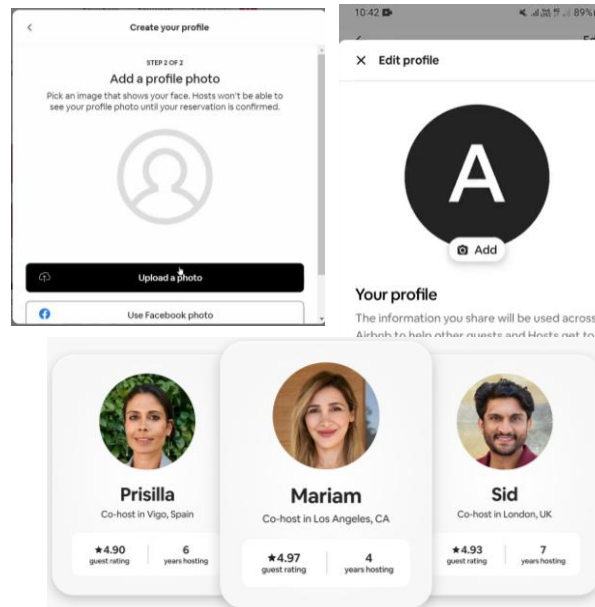
**Philosophy: Onboard strangers into a global community.**

**Learning for Bank: Use AI to streamline KYC verification simple.**

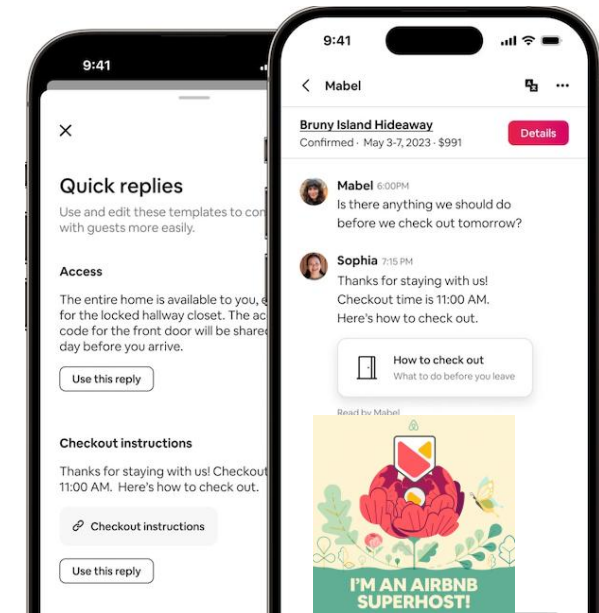
How they won:



**"Wishlist" feature activated before signup** to capture intent



**AI-powered photo scoring** → "Your cover photo is 80% effective!"



**"Superhost" mentor chat access** during onboarding.



# 6 key takeaways for banks

## 01 Deliver value in <90s

Let users transact before full KYC. Grant instant access to core features (e.g., Virtual card, balance check). Defer non-critical steps.

## 02 Embed guidance, not manuals

Inject tooltips in flow that explain jargon on-hover (e.g., "APR"), add progress trackers for multi-step tasks, auto-suggest inputs.

## 03 Gamify the grind

Turn setup into a game, reward profile completion with perks, celebrate milestones (confetti!), Use progress bars for verification.

## 04 Trade forms for trust

Show value first by enabling browsing without sign-up or offer free trials.

## 05 Progressive profiling

Collect data gradually—not in one overwhelming form

## 06 Spark motional connect

Use real stories, warm tone, and personalized touches to build human connection.

“

Onboarding isn't a formality—  
it's the first chapter of your  
product's story.

# Innovating experiences

---