

UPFINITY

Engineering Excellence

Enterprise B2B Onboarding Optimization

Client: Global SaaS Platform

Industry: Enterprise Software

Duration: 4 months

Project Value: \$750K+

Challenge

A \$500M+ SaaS company struggled with 32% customer churn within 90 days of onboarding. Customers took 45+ days to reach core value, leading to high support costs and poor retention metrics.

Our Solution

Redesigned entire onboarding funnel using behavioral analytics, AI personalization, and guided workflows. Implemented ML-based churn prediction and dynamic onboarding paths tailored to customer segments.

Results & Impact

25%	Sales Increase
32% ↓ 8%	Churn Reduction
5.2x	Feature Adoption Improvement
45 ↓ 27 days	Time to Core Value

Technical Implementation

Backend: Node.js with Event Streaming, Frontend: React with Interactive Tutorials, Analytics Engine: Custom Behavioral Analytics, Infrastructure: AWS with Auto-scaling. Processed 2.5M+ customer events daily with sub-100ms latency.

Business Impact & ROI

Transformed customer onboarding from a churn vector into a competitive advantage, enabling the client to capture more market share and improve unit economics by 420% ROI within 18 months.