

Cutting Customer Onboarding Time in Half

Narrative is the startup behind the world's most wearable camera, Narrative Clip 2, and uses Autopilot to help new users quickly get started with their product and become customers for life.



Narrative's...narrative.

Founded in Sweden in 2012, Narrative was created by a powerful, meaningful story. CEO and Co-founder Martin Källström lost both of his parents to cancer at a young age. Looking back, and with two kids of his own, brought to life a feeling many of us can relate to: we want to remember and easily tell our stories. We want to live the moment while effortlessly capturing it.



Industry

Technology &
Photography



People

Oskar Kalmaru, CMO
Sarah Massengale, Comm. Mgr



Location

Sweden &
San Francisco



A mere 36 days after Narrative debuted their initial concept on Kickstarter, nearly 3,000 people had pledged more than \$500,000, crushing their original \$50,000 goal. Narrative was born.

The community was thriving, but users were still falling off the map

A strong focus on community is built into Narrative's DNA. From day one, the team has had their ear to the ground listening for customer feedback and modifying their designs to create the product their users love.

At the time of this writing, the Narrative community has taken almost 200 million pictures. Young families have captured their baby's first steps, travelers are sharing their unique views from around the globe, and athletes like the Sacramento Kings are chronicling their adventures.

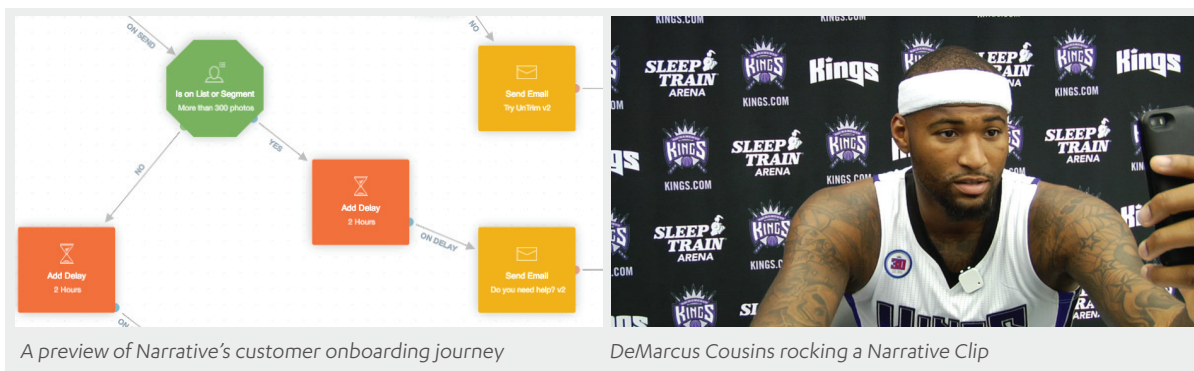
Even with a thriving community, getting users off to a good start with the Narrative Clip continued to be an opportunity where the company could grow. So Narrative decided to bring together a cross-disciplinary team to tackle the question, "How do we increase new user activation rates, and keep customers using our product consistently?"

Identifying the roadblocks in the customer journey

Narrative's Community Manager, Sarah Massengale, led the team tasked with creating a "wow" onboarding journey for new users. The taskforce also included the CEO, head of the customer care team, a product manager, and a data guru who could make sense of all the numbers.

The taskforce focused on improving the onboarding experience, preventing churn, and reactivating users who fell off the map. The team combed through data usage patterns and interviewed users over the phone to identify the biggest roadblocks to getting started quickly with the Narrative Clip.

Through their customer research, the team honed in on the most important behaviors that led to a new user getting hooked: **1)** registering their device **2)** logging into the Narrative mobile app for the first time, and **3)** uploading 300 photos. Users who completed these three actions were classified as active users, and correlated with successful ongoing usage of the Narrative Clip.



Delivering a “wow” onboarding experience

With the insights from their customer research, **Narrative focused on a crystal clear onboarding goal: to help users log in to their mobile app and upload 300 photos within 2 days.** Sarah and her designer authored personalized content written for the following user segments:

1. Active users who logged into the Narrative mobile app and uploaded photos
2. Partially active users who logged in but did not upload photos
3. Partially active users who uploaded photos but did not log in
4. Inactive users who completed neither

Narrative used Segment as their data hub to track logins and photo uploads, and Autopilot to send automated behavior-based texts and emails personalized for each onboarding scenario. Every communication was a gentle nudge toward taking the steps proven to help people fall in love with the Narrative clip.

At the end of the onboarding journey, users were placed into an ongoing nurture track based on whether they were active, inactive, or partially active. Onboarded or not, Narrative put the automation in place to continue nurturing customer relationships for the long-term.



“Since launching our new customer journey, we’ve cut our onboarding time for new users in half.”

Sarah Massengale

Community Manager for Narrative

Narrative’s laser focus on the customer experience paid off. Since launching their new automated journey, they’ve cut their onboarding time for new users in half. Not to mention, app downloads have increased and users couldn’t be happier. The best part? People are capturing moments that matter.

They also learned a few priceless lessons. The first is to take a holistic view of the customer journey. Bringing together minds from different departments birthed a customer experience that would not have been possible with a silo’d approach. And the second lesson? Focus on user retention from day one.

In the future, the team plans to create new journeys that grow their customer lifetime value, streamline their sales process, and connect with unique segments in their contact base. Cutting their user onboarding time in half isn’t the end of the story, because this Narrative is just beginning to unfold...

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