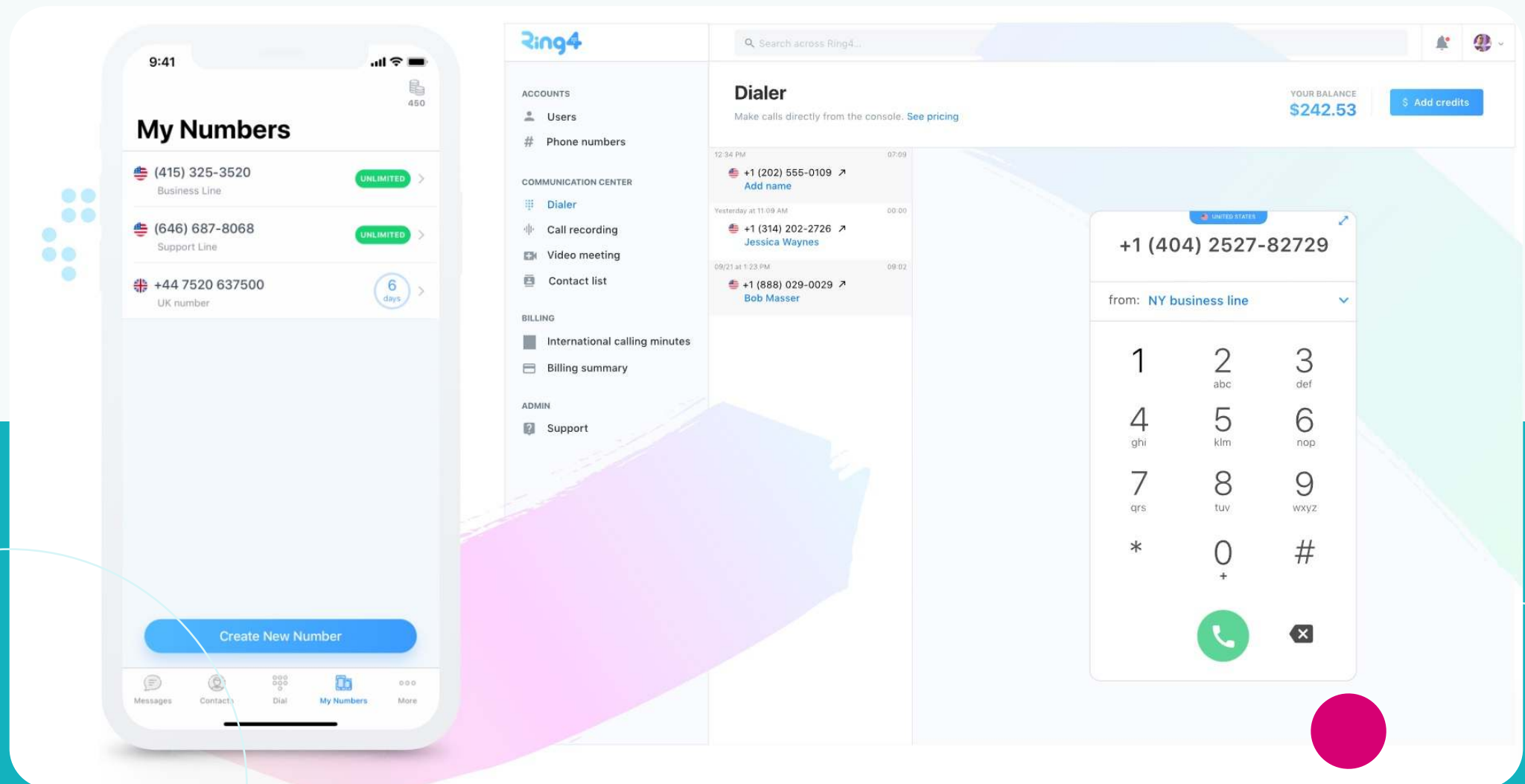


Onboarding insights increase Ring4 new user sign-ups by 500%



**Client**

Ring4

**Target**

B2B + B2C

**Industry**

Telecom

The Challenge

The Ring4 team needed clarity on how their two customer segments - businesses and consumers - were signing up, onboarding and upgrading their phone lines.

The business users have an admin console and mobile app for IOS and Android, and the consumers only have the mobile app.

Not only did the Ring4 team need to separate businesses from consumers, but they also needed to understand how the admin console connected to the engagement on the mobile app for their business users.

About Ring4

Ring 4 is an affordable and easy online business phone system. Say goodbye to costly extra SIM cards, data plans and landlines. Set up your business phone number in 30 seconds and start calling, texting and video conferencing in the cloud.

More info at: www.ring4.com





Insights derived from the InnerTrends analytics tool

Using InnerTrends, the Ring4 team was able to segment their business users out of their tracking and get clarity in a specific area of the sign-up process that was causing a big drop off.

Strategy Execution

The Ring4 team went to work on a new process for signing up for the product and KYC that would allow for new sign-ups to have a smoother experience and create far less drop off during registration and onboarding.

"InnerTrends is our go-to tool for understanding the performance of our business and making data-driven growth decisions. Being confident in your data is something invaluable,"

Alan Clemens, Managing Partner at Ring4





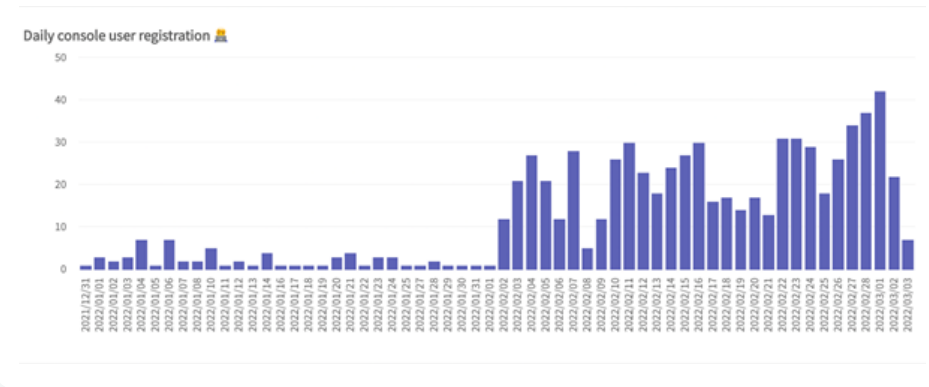
The Outcome

.03

The outcome achieved from implementing InnerTrends product analytics (including data tracking guidance) excelled beyond just the onboarding insight, and was of far greater value to the team than solving the initial challenge.

Not only did Ring4 get clarity in the differences between the engagement of their business customers vs. their personal customers, but they were also able to:

- Gain full alignment on specific growth strategies
- Clearly define their primary growth metrics within the entire customer journey
- Understand the performance of their paid advertising to their bottomline for the first time
- Narrow down drop-off areas
- Understand engagement for both segments, across applications
- Rework and improve the entire sign-up process and a new user onboarding experience



Ring4 daily account registrations

With the changes made to user onboarding based on the insights gained from InnerTrends, Ring4 experienced a substantial 500% gain in new business user registrations.

The increase in sign-ups also led to an immediate **increase of 10.5% in new MRR** and continues to grow as the update takes hold.



About InnerTrends

InnerTrends is a product analytics tool that helps companies optimize their SaaS or online app faster, with insights from pre-built reports.

Product and marketing teams immediately understand the impact of their initiatives across the customer journey, from acquisition and activation to retention and referral.

Data experts validate each product analytics setup.

More information on www.innertrends.com



TAKE A TOUR

of a live InnerTrends demo account



CHECK OUT

more client success stories



 LinkedIn

 Twitter

 www.innertrends.com

© InnerTrends 2022