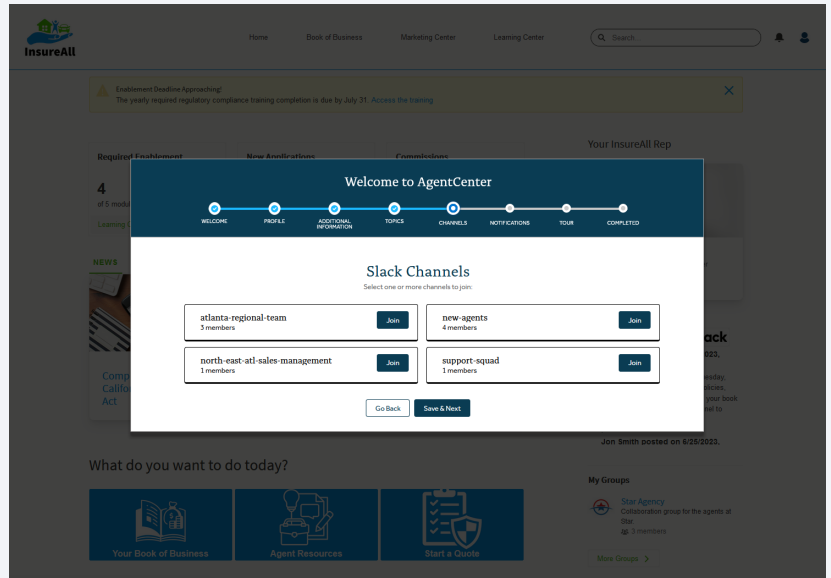


# IBM Member Onboarding for Salesforce

Increase adoption and engagement with a guided onboarding experience

[View the video](#) →



Whether you are launching a site or community for the first time or trying to revitalize an existing one, maximizing user adoption can be a challenge. With so many digital experiences competing for attention, organizations must do more to drive users to their site and entice them to participate on a regular basis. This goes beyond just suggesting next steps and providing helpful resources. Robust community engagement requires an intelligent experience with personalization and hyper-relevance, surfacing the content users need at the time they need it.

IBM Member Onboarding for Salesforce can help increase user adoption and engagement by providing a multi-step path to onboard new members of your Salesforce Experience Cloud site. This guided experience ensures that new members are properly welcomed and profiled to get the most out of the community -- and motivated to return regularly to participate.

With this highly configurable component you can specify the number of steps to include in the path (up to 10!), as well as what information to collect from the user. It support progress tracking and automatic profile updates. In addition to collecting profile information, you can also enable the user to subscribe to topics, join groups and Slack channels, and opt in to notifications for a personalized experience.

## Key Features

- Configure up to 10-steps in the guided onboarding path.
- Choose steps based on relevance
- Specify on-page or modal display.
- Configure branding, labels, and welcome video.
- Display onboarding progress tracker on page or user record.
- Enable users to subscribe to topics and groups for personalizing content and communication.
- Enable users to join specific Slack channels.
- Display welcome video and recommended next steps.

# Expedite activation and guide users to success right away

## Example use cases

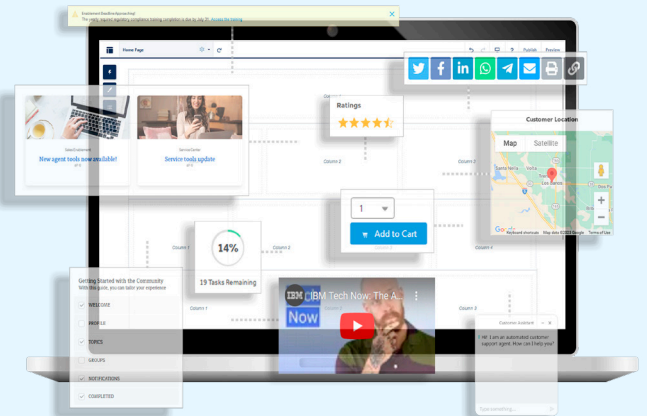
- Ensure users know how to get the most out of the site from day 1 with a video tour and recommended actions.
- Enable consumers to specify interests upon sign-up so content and offers can be personalized to them.
- Richly profile new applicants to personalize their journey and send them relevant information.
- Allow partners to self-onboard to the partner portal, and activate them quickly with T's&C's and next steps.
- Allow users to join role-based groups so they can communicate and provide peer-to-peer support.

## Benefits

- Enrich user profile data to create opportunities to target content and personalize the experience.
- Expedite activation and guide users to success right away.
- Increase engagement and encourage repeat visits to the community.
- Connect users to each other and drive conversation and collaboration.
- Hook users with topics of interest.

## Accelerate your Salesforce journey

IBM Accelerators for Salesforce provides pre-built components to simplify and accelerate the implementation of Salesforce with clicks not code. Drag, drop, and configure components for features like announcements, news, idea exchange, and learning paths to create an engaging, personalized experience that breaks free of the typical Salesforce look and feel.



The accelerators were developed with the expertise we gained through thousands of successful Salesforce services engagements. Now, these same products are available for you to purchase and use in your projects.

[More IBM Accelerators for Salesforce →](#)