

How Keboola onboards its users 29% faster

About Keboola

Keboola is a cloud-based data platform with HQ in Prague, operating in 70+ countries worldwide. It helps clients combine, enhance and publish crucial information for their internal analytics projects and data products in a quick and easy fashion.



Challenges

- Converting trial users into paying customers
 - Reducing support load
- Cutting down on repetitive tasks



Solution

Keboola implemented Product Fruits, a no-code user onboarding platform, and automated its user onboarding through interactive onboarding flows.



Keboola's user onboarding today is faster, intuitive, and self-served. With the implementation of the Product Fruits platform, our Product Team has successfully minimized regular, repetitive tasks by 70%. This saved time allows us to allocate more resources towards in-depth analytics and client-led tasks.

Tomas Netrval

Product Manager,  Keboola



29%

faster user
onboarding

8%

improvement
in conversion rate

20%

time saved
by the product team

70%

reduction
of repetitive team tasks

Which features of the Product Fruits platform have been used



Tours



Hints



Help Center



Checklists

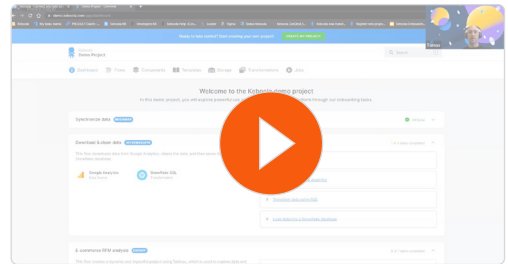


Announcements

1ST USE CASE

Customized demo using checklists, feature tours, and announcements to match the onboarding needs of new users.

Keboola's platform is feature-rich with steep learning curves. This makes it difficult to create a smooth and easy onboarding experience for new users.







How did they manage this?

Keboola quickly understood that due to the complexity of the platform, it meant that one-size-fits-all demo wouldn't be helpful to users.

So, they opted to split the demo into three levels—depending on the product knowledge of each user. This means that users gradually learn to use all the features, without feeling overwhelmed (learning curve counts with beginner, advanced, and expert onboarding package)

Keboola used the following features:




-  **Checklists** to monitor the progression of each user level.
-  **Feature tours** to drive users to reach "Aha!" moments quickly by emphasizing each step of the learning process.
-  **In-app announcement** to make a call to action after completing the Keboola "training per respective level".
-  **Customization and embeddable functions** to make the onboarding different.

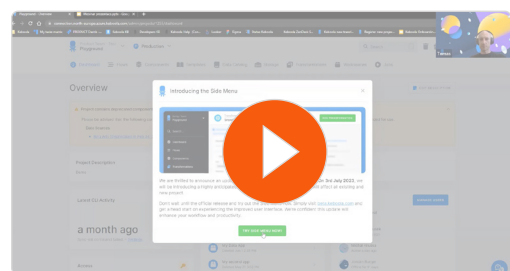
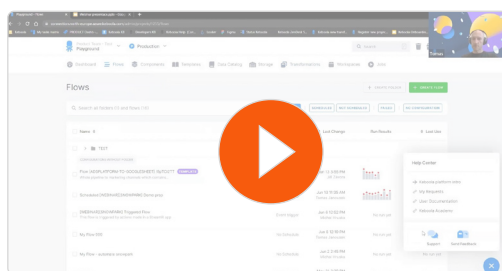
2ND USE CASE

Keboola constantly supports its users navigate the platform with tours, hints, and the life ring features.

New and existing users are smoothly guided through the platform. Information is delivered through tours, hints, and the life ring button (help center). Thanks to Product Fruit's onboarding features, users can find and experience the full value and extent of features Keboola's platform offers.

Keboola used the following features:

-  **Tours:** Step-by-step guidance to help users understand the value and usage of the platform.
-  **Hints (tooltips):** Provide users with contextual help and highlight new features that are less intuitive.
-  **Life ring button (help center):** Include accessible help to users to provide further resources.



If you want to improve conversion and create a fruitful onboarding experience, speak to a Product Fruits specialist today. Book your individual consultancy [here](#).