

User Onboarding Software Category



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User onboarding software helps you to improve user activation with a robust onboarding experience. Your product is typically utilized in various methods, whether it's different use cases, or diverse ways of accomplishing the same objectives. A user onboarding solution permits you to adjust the onboarding experience based on the persona of the user to enhance engagement. You can deliver a personalized and dynamic experience, and let the user determine their journey without restricting them to a single path.

User onboarding software also enables you to assist users as they utilize and navigate your product. Provide relevant and needed help at the right time. The platform allows you to trigger tips and hints based on in-app events and user behavior, so you can engage the user at the appropriate time.



Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

CONTENT SCORE

- Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- Customer reference rating score
- Year-over-year change in amount of customer references on FeaturedCustomers platform
- Total # of profile views on FeaturedCustomers platform
- Total # of customer reference views on FeaturedCustomers platform

MARKET PRESENCE SCORE

- Social media followers including LinkedIn, Twitter, & Facebook
- Vendor momentum based on web traffic and search trends
- Organic SEO key term rankings
- Company presence including # of press mentions

COMPANY SCORE

- Total # of employees (based on social media and public resources)
- Year-over-year change in # of employees over past 12 months
- Glassdoor ranking
- Venture capital raised

Award Levels



MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.



2021 Customer Success Awards

Check out this list of the highest rated User Onboarding Software based on the FeaturedCustomers Customer Success Report.



MARKET LEADERS



TOP PERFORMERS



RISING STARS



* Companies listed in alphabetical order

2021



WINTER 2021

User Onboarding
Software Category

MARKET LEADERS



ABOUT INTERCOM



INTERCOM

Intercom offers the world's leading business messaging platform that delivers real time contextual communications to drive growth at every stage of the customer lifecycle. Intercom is the first to bring a real time messaging-first experience to sales, marketing and support teams and offers the only business messenger that powers more than chat. Its Messenger and suite of customizable toolkits are built on top of a platform that creates brilliant and personal experiences for businesses and customers. Intercom has over 30,000 customers and powers 500 million customer conversations each month.

112

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“From the inbox, I can go to the page the user is on and see exactly what they're looking at, including their last query. I'm often able to make a quick adjustment to solve the problem.”



ADAM KAHN
SUPPORT ENGINEER, KEEN

“Our app lets Intercom users provide a better customer experience by letting prospects call sales reps directly from the Messenger. Building was a very smooth process.”



MAÏA METZ
VP OF PRODUCT, AIRCALL

“Since we started using Intercom to onboard users and send success messages, we've seen our customer churn rate drop by 5 percentage points.”



NICK SAYERS
VICE PRESIDENT OF CUSTOMER SUCCESS, BITEABLE

“Intercom provides us with a tool to field any requests, spanning from support, marketing, sales, and technical advising. We'd be hard-pressed to find a system that supports the needs of multiple departments, and the multiple integrations allow us to serve our users at scale.”



ASHLEY STAMPS-LAFONT
CUSTOMER SUCCESS PROGRAM MANAGER, UNITY

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217

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT PENDO



Pendo was founded in 2013 when alumni from Rally, Google, Cisco, and Red Hat combined their heads and hearts to build something they wanted but never had as product managers - a simple way to understand and attack what truly drives product success. With powerful analytics, in-application user feedback, and contextual guidance designed to help companies measure and elevate the customer experience within their applications, Pendo is on a mission to improve society's experience with software.

Featured Testimonials

“We used Pendo to reach out to all of the heavy users of that page to gather feedback prior to migrating them to the new interface. As a result, they were much happier with the move, and we saw increased adoption of the new tools. It's incredibly helpful to actually know what customers are doing in the application versus what people think customers are doing.”



AMY ANDRIANO
PRODUCT EXPERIENCE MANAGER, INVOCA

“With Pendo we have been able to tailor the onboarding experience to walk users through features on our site that are relevant to them, and will provide the most value in helping them maximize their experience on our site. Since launching the onboarding guides we've doubled the number of investors signing-up for additional features, and grown our returning monthly visitors by 70%.”



AUSTIN TEAGUE
DIRECTOR OF GROWTH MARKETING, HARVEST

“Having Pendo constantly track our users' engagement allows us to mitigate risks and be more proactive in helping customers be successful and remain customers for many years to come.”



COLIN BLAIR
DEAN, RESTAURANT365

“I think the experience is really interesting because we're using Pendo across multiple pages to tell the story and it allows the user to follow a guided tour or deviate at any time and consume each component of the functionality at their own pace.”



ZOE STRINGER
SENIOR PRODUCT DESIGNER, VERIZON CONNECT

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41

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT SKILLJAR



Skilljar's award-winning customer training platform enables you to successfully onboard, engage, & retain your customers & partners. Their cloud learning management system (LMS) makes it easy to create courses, distribute to web & mobile devices, and track results. Skilljar helps you accelerate product adoption, automate onboarding workflows, reduce support costs, and increase long-term customer satisfaction.

Featured Testimonials

“Skilljar has been a lifesaver for our company. We were in need of a product that would provide an exceptional user experience from the point of purchase to the conclusion of training. With Skilljar, our program's revenue has increased by over 40% year-over-year. Not only is the product incredible, but the partnership we've developed with our team at Skilljar has made our experience even better. Any questions we've had, or issues we've run into along the way, the Skilljar team has empowered and supported us. Relationships are key with any product, and our connection with Skilljar has made us fans for life.”



KATIE LIESTMAN
HOMECARE HOMEBASE

“I think of Skilljar as a platform that supports the customer journey. Skilljar lets you guide your customers to specific content based on their tenure, our product, and our understanding of their needs.”



SHELLEY BERKOWITZ
VICE PRESIDENT OF TRAINING, ZUORA

“Moving to Skilljar has really helped our customers, providing a single point of access for all our great learning content. It's easy to access, easy to consume, and easy to manage; a learning experience rather than a simple course catalog.”



CRAIG MORRISON
GLOBAL CUSTOMER LEARNING MANAGER, OSISOFT

“With Skilljar, we've been able to serve more dynamic content to our internal teams, as well as create a powerful lead generation and educational tool for our customers and prospects. It's incredible that Skilljar can work so well for both distinct target markets.”



LAUREN FEEKIN
BIOTECHNOLOGY MARKETING SPECIALIST, LI-COR BIOSCIENCES

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ABOUT WALKME



WalkMe™ is an interactive online guidance and engagement platform. WalkMe™ provides a cloud-based service designed to help professionals – customer service managers, user experience managers, training professionals, SaaS providers, and sales managers – to guide and engage prospects, customers, employees and partners through any online experience. WalkMe™ has designed a platform that helps businesses eliminate online confusion, while at the same time raise efficiency and reduce costs.

*** 190

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“We have a lot of users with different technological backgrounds and diverse needs. WalkMe was the solution that allowed us to best serve all our users’ needs. We have seen a significant boost in the adoption of our software and our users really appreciate being able to ‘work like experts’, immediately. Our users are more actively engaged and we can see how this correlates to our conversions.”



OREN EZRA
VP MARKETING, PEPPERI

“WalkMe guides the user inside the solution, not outside of it. It is available everywhere, and it is used at the preferred pace of the user. We compared WalkMe with other products of the same approach. Only WalkMe had the proficiency and extensibility that we needed.”



JAN STÅLE GJERDING
PRODUCT MANAGER, TRIANGEL SOLUTIONS

“WeddingWire aims to make the user experience as streamlined as possible. WalkMe is a powerful tool that empowers our visitors to easily find real-time solutions to common questions.”



CATHERINE CANO
ASSOCIATE DIRECTOR OF CUSTOMER CARE, WEDDINGWIRE

“The benefits we continue to see from WalkMe are tremendous: user onboarding times have decreased dramatically, and user adoption of our product is done independently and effortlessly.”



NADIA BASIL
PRODUCT MARKETING MANAGER, LIVEINTENT

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48

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT WHATFIX



Whatfix is a game changing Performance Support platform that helps users achieve optimal performance by providing them quick and easy access to contextual information needed at the time a task is being performed. With Whatfix, enterprises enable their users to quickly adopt any software application, thereby eliminating the time spent in referring multiple resources for help and support.

Featured Testimonials

“Whatfix has made it super simple for us to incorporate helpful visual walk-throughs into our knowledge base content. Our users are able to get seamless self-service even on complex features due to Whatfix's intuitive interface. Plus, it's a breeze for our team to create and maintain our flows.”



ABIGAIL ALBRIGHT
DIRECTOR - ENT PRODUCT MGMT, MAXWELL HEALTH

“Whatfix is excellent. It gives us the means to easily, effectively, and unobtrusively communicate to our users. And the excellent support from Whatfix in helping us make the most of the tool is unparalleled. They take the time to work with us on our own implementation, rather than some boilerplate customer care that you've seen from other organizations.”



ADAM SHAPIRO
SENIOR BUSINESS ANALYST, CARDINAL HEALTH

“The implementation of the solution was seamless and the initial feedback from users is very positive as they are able to navigate complexities in applications at ease. We intend to overlay Whatfix on more applications in the future.”



LALITHA KOYA
ICT MANAGER, MOORABOOL SHIRE COUNCIL

“With Whatfix, end-users are using our platform independently faster. Whatfix has given a broad reach to our training. The number of support calls and emails on basic navigational questions has become virtually zero.”



MARSHA BERGEN
QUALITY AND SUPPORT, PLANETHS

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74

Total Customer References

VIEW ALL REFERENCES

ABOUT APPCUES



Appcues makes it easy to deliver exceptional user experiences at scale, leading to happier customers and accelerated business growth. Using their Product-Led Growth Platform, anybody can publish beautiful and personalized in-product experiences (tooltips, modals, etc.) in minutes, measure the impact on key business results, and know when and how to intervene with a human touchpoint.

Featured Testimonials

“Appcues is so powerful because it allows us to build our product marketing campaigns into a user’s natural workflow. When they’re in our product and at a relevant time, the Appcues message displays, which makes the user more likely to take action. With email, the user could get distracted or be working on another priority and forget to take action.”

JEFFREY VOCELL
PRODUCT MARKETING MANAGER, HUBSPOT

“We’ve found that users getting through the Appcues onboarding sequence have higher median retention rates than those that just get our email onboarding sequence.”

MORGAN BROWN
CHIEF, INMAN NEWS

“From a customer success standpoint, it was amazing to see that our users were not only initiating Appcues flows and going through these walkthroughs but they were actually finding the contextual information they were looking for with just two clicks and were also taking the prescribed action.”

LAWRENCE BARRECA
CUSTOMER SUCCESS TECHNICAL CONTENT MANAGER, ACCELO

“We added a new feature to our Social module that allows users to publish videos with captions to social channels. We published an Appcues flow that prompted users to try it out. Since we have Google Analytics tracking on every page in our application, we were able to see a spike in visits to the relevant page after we launched the flow. We launched a similar flow about a month later and saw another spike.”

KIRSTEN ROBINSON
SENIOR DIRECTOR, USER EXPERIENCE, BRIGHTCOVE

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32

Total Customer References

VIEW ALL REFERENCES

ABOUT CHAMELEON



Chameleon is a platform for software businesses to build better user onboarding. As software eats the world, many users get left behind with new products, features, interfaces, and designs. Chameleon allows you to create beautiful product guidance that helps, guides and delights your users throughout their journey. Build, manage and optimize your product tours without writing code. Great for onboarding new users, feature announcements, and reducing support.

Featured Testimonials

“We increased usage of a particular feature by 10% by implementing Chameleon where users most often drop off. The level of attention, support and detail Chameleon provides is really helpful.”



JASON ROSE
PRODUCT MANAGER, SKYSLOPE

“We needed our users to opt-in and Chameleon made it super quick to build and launch a consent modal right inside our product!”



LAUREN DENAULT
VICE PRESIDENT OF CUSTOMER SUCCESS, SKUPOS

“Chameleon has helped us engage 50% more users with new features. That easily helps argue for the budget to use it.”



EARL LEE
PRODUCT MANAGER, FISCALNOTE

“The Chameleon team was super responsive and really partnered with us to make us successful. Working with them and understanding their road map reassured us this was a great fit.”



GREG WEINGER
DIRECTOR OF PRODUCT MANAGEMENT, AIRSHIP

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Total Customer References

VIEW ALL REFERENCES

ABOUT USERIQ

UserIQ

UserIQ was founded in 2014 and is led by the former CIO of TRX and a former Microsoft Executive to help SaaS companies transform the way they engage with their customers. UserIQ is a part of the Signature program at ATDC, a startup technology business incubator for early-stage startups, and is funded by leading VC firms in Atlanta.

Featured Testimonials

“UserIQ is a powerful tool for messaging users at the right time in-app when they’re more prime to receive an outreach from us. Email open rates can’t touch what we’re able to do with in-app campaigns.”



CHRIS WALTERS
CUSTOMER LIFECYCLE MANAGE, SHOOTPROOF

“UserIQ provides our Product and Customer Happiness teams with the tools for enhancing the user experience, as well as the ability to measure customer happiness. Non-technical members of our team can easily create tooltips, tours, and announcements that seamlessly integrate with our product, without requiring any development resources.”



NATE RAGAN
PRODUCT DIRECTOR, REALTRACS

“Being able to target feature announcements and surveys to a specified audience is a huge win for our organization. It’s easy to set-up, easy to use, and a great way to discover more about your users by soliciting feedback directly in the platform.”



JACK D.
LEAD UX DESIGNER, AARON’S

“UserIQ has allowed Winmo/TheList to create guided tours and messages that ensure our customers are getting the most out of our platforms. Most recently we used UserIQ to promote our new webinar series and we doubled the number of signups. In addition, deep user intelligence lets us see which features are or aren’t working and helps us keep a close eye on customer health. As we build new products, UserIQ allows us to deliver relevant messages to customers across our brand, which is critical to our growth.”



ROB TURSI
QA ENGINEER & PRODUCT SPECIALIST, THE LIST

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Total Customer References

VIEW ALL REFERENCES

ABOUT USERLANE



Userlane is a tech company whose mission is to close the knowledge gap between humans and machines by allowing anybody to use any software application without training. Userlane provides a navigation system for software, that steers people through processes in software applications. The software is used to automate user onboarding and employee training.

Featured Testimonials

“The integration of Userlane gives our new customers access to the functionality of our software more quickly and interactively, more so than with simple text descriptions, and this, therefore, increases user engagement significantly.”



CORNELIUS SCHEFFEL
MANAGING DIRECTOR, AZUBI-NAVIGATOR

“With Userlane, users can be guided through the functionalities’ jungle and our complete user guidance can be covered. That’s a huge benefit and I would love to have that in any software or tool.”



KAY ACKERMANN
CO-FOUNDER & HEAD OF BUSINESS DEVELOPMENT, HRLAB

“We needed a way to properly guide new users at scale, automatically. We needed a virtual assistant, if you will. Userlane was the solution for us. It allows us to guide new users throughout our editor.”



DENNIS LOOJIENGA
PRODUCT MARKETER, INSTANT MAGAZINE

“Userlane made it possible to give users a comprehensive insight into our software solution.”



MARIA KUHN
PRODUCT OWNER, SABIO

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2021



WINTER 2021
User Onboarding
Software Category

RISING STARS



7

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT HELPPIER



Helppier is the easiest way to create user guides and in-app messages for the web. Improve the way you communicate and assist online users today. Without any coding. Helppier is a complete UX solution that promotes self-service while reducing costs with user training and support.

Featured Testimonials

“At Axeptio we started using Helppier and we are very happy with the experience and the added value. We have a large number of users and support questions and the implementation of the guides and the product tour will save us a lot of time and help our users.”



GUILLAUME DIEP
SALES MANAGER, AXEPTIO

“Helppier helped solve one of the biggest problems we had in our applications. Allowing users to get the information they needed, without having to contact our support lines. We were able to cut about 60 hours of support calls monthly.”



NUNO GUEDES
VICE PRESIDENT OF SALES, CELFINET

“Now, all our content can be shared internally, reviewed and updated in real-time, allowing our customer care team to promptly access accurate information, confidently reduce response time and increase guest satisfaction. With Helppier, we were able to reduce response time on 70% of our daily interactions.”



MANUEL QUINTELLA
RESERVATIONS SUPERVISOR, PESTANA HOTELS

“Helppier team was selected to collaborate with Telia to provide a more intuitive customer online journey. The team is dedicated and excellent to work with.”



KRISTI SAAREMENTS
INNOVATION, TELIA

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Total Customer References

VIEW ALL REFERENCES

ABOUT UPSCOPE

UPSCOPE

Upscope is the simplest screen sharing solution for support staff of web products. With integrations with all major live chat providers, Upscope allows you to quickly see your users' screen and help them navigate your app.

Featured Testimonials

“The primary user is our onboarding team and our data shows that it cuts their calls down from 30 mins to about 22 mins (27%), which is fantastic. This product allows us to help guide our customers through our software while onboarding them. The fact that it is a no download software for the customer is great and very frictionless. I recommend this product to anyone who is on a sales, support, or onboarding SaaS team.”

CAINEN GERETY
SALES MANAGER, SQUARE

“We frequently use Upscope to troubleshoot and help our users with setup. Upscope allows us to see exactly what they are seeing so we can walk them through the problem. Troubleshooting is faster and more efficient, the pen and click features are very helpful as they let the user know exactly what we're referring to by highlighting it.”

MIKE ZOOK
ACCOUNT REPRESENTATIVE, DOCKETLY

“Upscope not only enhances our User Success team's capabilities with Intercom, but improves the experience for customers using our platform. With Upscope, we're able to dive directly into the current experience of any platform user to easily identify browser or hardware inconsistencies when troubleshooting. Additionally, the ability to educate a user on unfamiliar functionality using the spotlight tool has been incredibly beneficial in saving time typically spent writing out lengthy explanations, and instead enabled us to provide an immersive educational experience at a moment's notice.”

ALEX CALVERT
DIRECTOR OF ACCOUNTS, NURSEGRID

“The main reason we decided to use Upscope was because of the simplicity in connecting with a user's account and quickly troubleshoot. We use it on occasion for training and guiding people through our app, but mostly have found the most value out of getting visibility into what a customer is seeing on their end after they've reported an issue. So much easier and more time efficient than trying to get them to send us screenshots.”

RYAN REEVES
HEAD OF CUSTOMER SUCCESS, PODIUM

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15

Total Customer References

VIEW ALL REFERENCES

ABOUT USERGUIDING



UserGuiding improves product adoption rates through 'no coding needed' interactive user onboarding flows. With this simple lightweight tool, just about anyone can quickly create step-by-step product walkthroughs on-screen. UserGuiding comes with great analytics as well to track the performance of walkthroughs, tours, tutorial popups, and more to help create personalized experiences.

Featured Testimonials

“We are using UserGuiding to guide users (internal and external) around our new platform, provide them with help/guidance while they perform their daily tasks, train them and certify them once they have completed certain guides and hands-on experiences.”

STEVEN FRIEDMAN
CHIEF INFORMATION OFFICER, RAM

“UserGuiding is a very good solution and through its Chrome extension implementation, we've found it very easy and great to visualize the user journey and implement checklists throughout the stages of our platform.”

CHRIS GALE
CO-FOUNDER, VIEWWORKS

“UserGuiding is the easiest onboarding tool among all the other options. Also, their support team is collaborating with us to boost our onboarding efficiency.”

EMRAH SAMDAN
THUNDRA

“It is very intuitive and easy to work with. The attributes and segments work so good and easy to setup. The Chrome extension is also easy to install and use. Very intuitive tool and excellent customer support!”

TORBEN STIGAARD
PLANDISC

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27

Total Customer References

VIEW ALL REFERENCES

ABOUT USERPILOT



Userpilot helps product and customer success teams increase user adoption through behavior-driven product experiences. Code-free. It is perfect for the first-run experience for new sign-ups - push for meaningful actions and ensure they understand the value of your product and pave the way to that Aha! moment. Increase activation and stimulate feature discovery among users as your product evolves.

Featured Testimonials

“We’ve been using Userpilot in our demo version to improve the onboarding user experience. There was great feedback from our users concerning our guided tours. I love the UI and Customer Support of Userpilot and would recommend it any day.”



TROI

“It’s a very intuitive and fun to use platform. Provided all the tools that we needed to improve our users’ adoption. We’ve had great feedback from our costumers. We were able to make a very significant leap in the adoption of the new functionalities with the customers, making a process that was slow and boring, into something fun and fast to implement.”



MIGUEL ESPÍRITO SANTO
PRODUCT MANAGER, GO-CONTACT

“We chose Userpilot because it offered the most bang for your buck. With the help of Userpilot’s driven actions, we created a seamless experience directly engrained with SciNote, which provides our users the ability to master it quickly and most importantly easily. But what we really love is the attention and support we receive from them. Their team strives to help us succeed in educating our users and are always there for us if we hit any snags on the road.”



MATJAZ MUHIC
UX DESIGNER, SCINOTE

“The software is very carefully designed and the UX is easy to use. Installation was also quite simple. User onboarding is extremely important to us as it affects our conversion rates directly.”



JOSHUA WALDMAN
CHIEF EXECUTIVE OFFICER, BILLY INC.

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KELLER WILLIAMS

