

■ ■ ■ ■
■ ■ ■ ■
■ ■ ■ ■
■ ■ ■ ■
■ ■ ■ ■
■ ■ ■ ■

If users need a **treasure map** to join your **reward program**, it's not a program. It's a **riddle**.

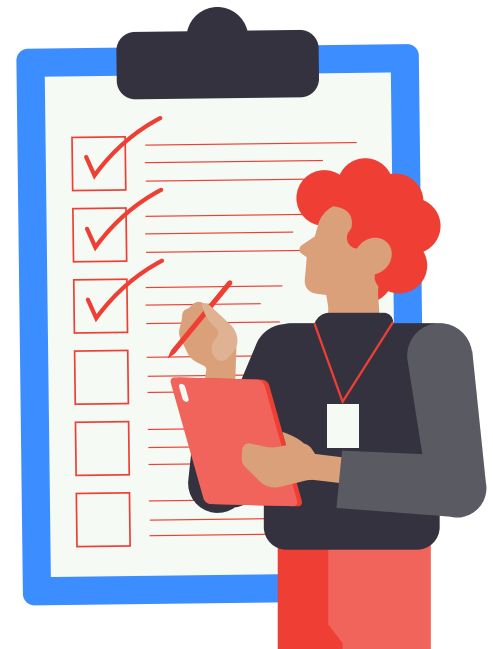


CYSEND

Onboarding or obstacle course?

- This week, we talked about **scaling pilot programs** and fine-tuning health checks. But all that effort hits a wall at the front door.
- We've seen how **dependency on manual support** queries burns through team hours (the **hidden tax** on your growth).
- When your **knowledge base** is **messy or incomplete**, every **new user** arrival becomes a **manual ticket**. It's not just an **onboarding issue**; it's a **bottleneck** that **drains your team's capacity** right when they should be **focusing on high-level strategy**, not answering the same "How do I...?" questions for the hundredth time.

The onboarding friction audit.



- ☐ Does the user find the answer in under 10 seconds without human help?
- ☐ Is your knowledge base a "self-service portal" or just a FAQ graveyard?
- ☐ If a user gets stuck, is the escalation path automated or does it require an email to your team?

Dynamic Idea: "The 24-hour test":

- ☐ If your support team disappeared for a day, would your new users be able to complete their first transaction/action successfully? If not, you have a bottleneck.

Automating the first step isn't just about efficiency, it's about giving your users the autonomy they deserve (and your team the weekend they earned).