

Customer Promotion Program Journey (Example)

Customer Adoption 101

- Learn about what Customer Adoption is and why it's essential.
- Understand what to expect from your Program.

Invite & Engage

- Send Customer Portal Invitations
- Promote Your Customer Portal
- Enable & Configure Notifications

During Implementation

From Week 1 to Week 3

From Week 4 to Week 6

Ongoing

Getting Started

- Inform & Educate Your Teams
- Validate Customer Email Data
- Build Awareness with Customer Portal Introduction Email

Ongoing Success

- Promote Your Customer to Pay Digitally
- Learn how to incentivize your teams.