



PENDO 
MONIUM
2024

PENDOMONIUM 2024

AI-powered, personalized
ONBOARDING EXPERIENCES
that drive customer value &
product adoption



Great to meet you all!



ABBY GROTZ

Digital Growth Manager

okta



STEVE GUNN

Head of Customer Education &
Product Operations

SUNDAYSKY

PENDOMONIUM 2024

Agenda

- **Onboarding goals**
- **Multi-touch journeys we built**
 - Example touchpoints
 - Where Pendo comes in!
- **The results**
- **BONUS:** Using AI to build your own onboarding content



Ultimate Goals



EMPOWER users to hit the ground running

ACCELERATE customers' time-to-value

DRIVE utilization & logins within the first 30 days

SHIFT the Customer Success operating model

BUILD an automated, digital experience that easily scales yet maintains white-glove service

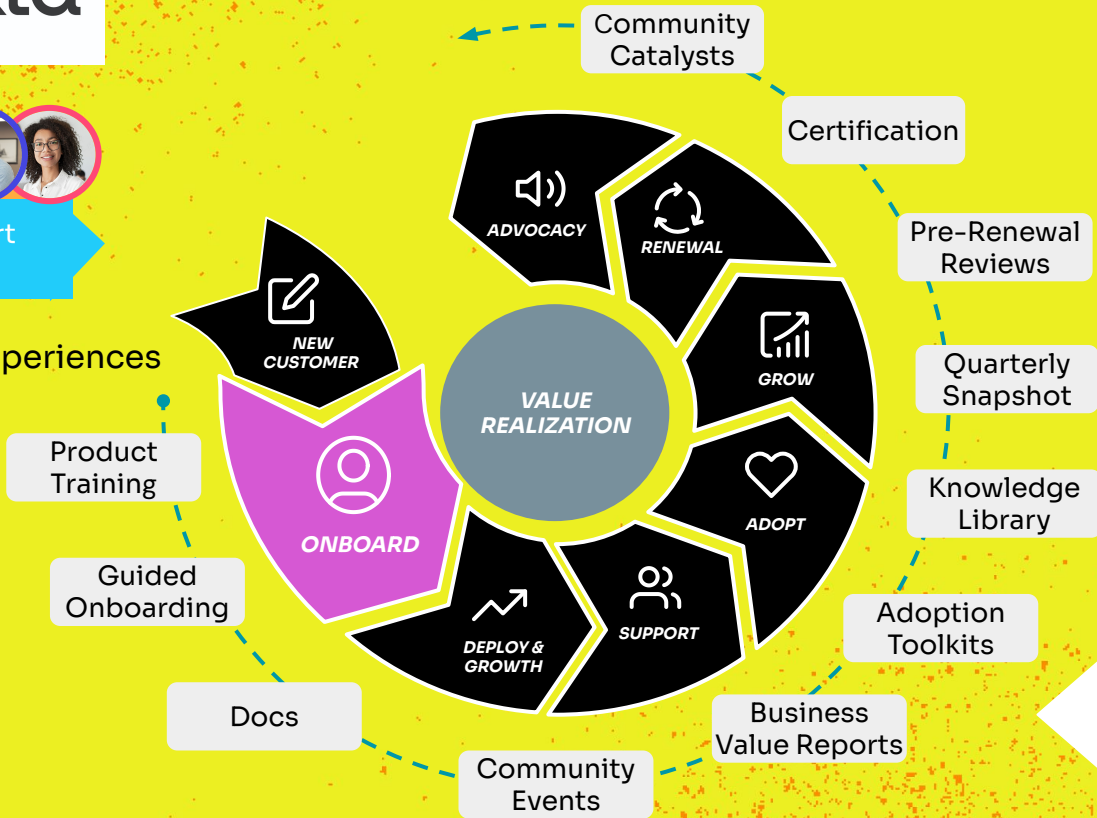


Unify the experience for customer scale & growth



Buyer & Expert
Personas

Experiences



Channels

.com	In-App
Email	Help & Commtty
Success Hub	YouTube
Learning Exp	Dev Rel

Okta & Partner Experts
(CSM/TAM, Support,
PS, etc.)

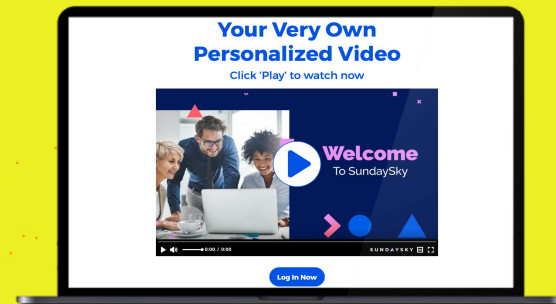
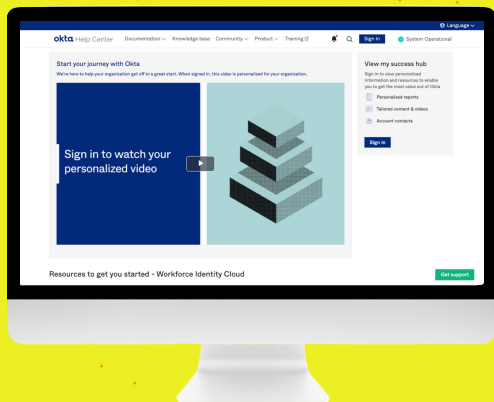
Data Warehouse



Streamlining Onboarding



POWERED BY: AI, automation, customer data, product insights, personalization, video content, across multiple channels



SundaySky's Customer Onboarding Journey: First 30-Days





Example journey

Email

SUNDAYSKY
VIDEO PLATFORM

CONGRATULATIONS THERE,

You're in! Kick off your SundaySky journey with something special: a personalized welcome video!

We're thrilled to have you on board. Now that your SundaySky account is active you can create an unlimited number of videos, quickly and easily. It's also easy to add personalization, which can take regular communications, like this email, to the next level. We can't wait to see what you'll create for your audience!

[Watch your personalized video](#)

Ready to dive in? [Log in to SundaySky](#) to explore your new creative tools.

Happy Creating!
The SundaySky Team.

P.S. If you can't find the email with your username and password, check your spam folder! If you still need help, [contact our customer support team](#), they

In-app

Mar 21, 9:22 AM

Opening

Welcome!

Welcome to the SundaySky Studio - we have some quick pro-tips to help you hit the ground running!

[Remind Me Later](#) [Get The First Tip](#)

Getting Started

- ✓ Your SundaySky Welcome Video Completed Step 1 of 1
- Video Details Overview Completed Step 1 of 4
- Start Here - SundaySky Studio Overview Completed Step 1 of 5
- Scene Library Quick Tips Completed Step 1 of 3
- Configure Your Data Library Completed Step 3 of 4

28% of Onboarding Items Complete

Help Center

SUNDAYSKY HELP CENTER

SundaySky Help Center > Working with Sound > Sound Basics

Adding Music to a Video

Updated 6 months ago

MUSIC LIBRARY

Introduction

Selecting the right background music is a great way to set the tone of the video and make your message memorable. You can select a track from the stock music library (which includes 30,000 tracks covering a wide variety of genres and moods) or upload a custom track of your own.

By default, a video does not have any background music.

As you add music to your video, note the following:

1. A music track is added to the entire video and not to individual scenes.
2. If your video is longer than the track you added, the music will loop with a gap of a few seconds between loops. For longer videos, we recommend selecting a track with a longer duration.

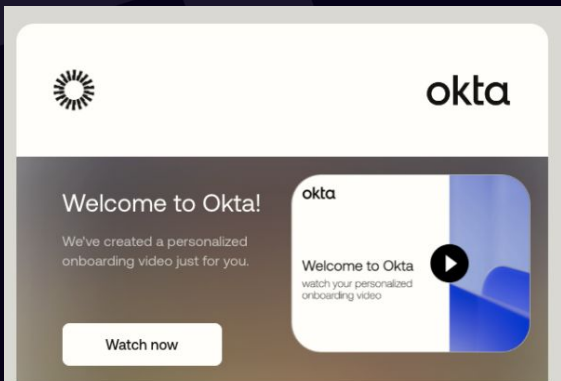
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Okta's Customer Onboarding Journey: First 30 Days



Example journey

Email

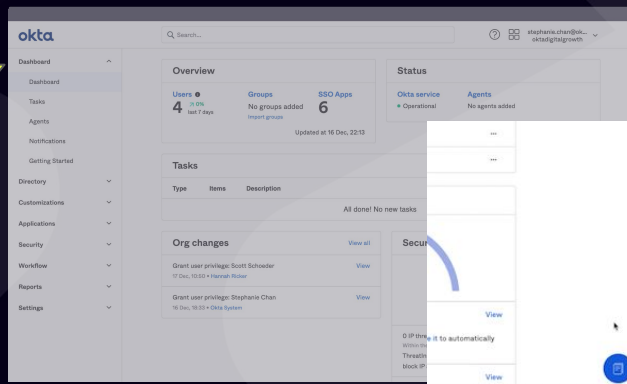


Complete your onboarding tasks to get the most out of Okta

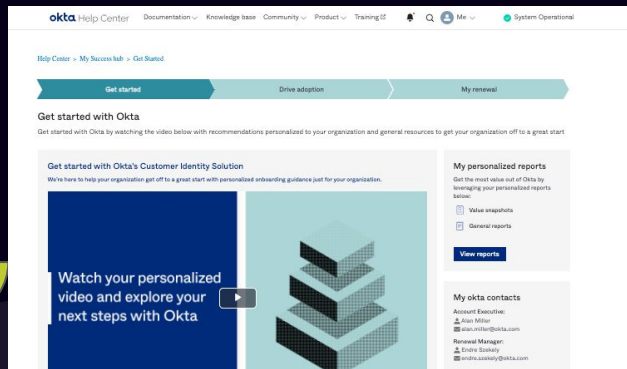
You've been granted maximum privileges in Okta with super administrator access.

- ✓ [Bring users into Okta.](#)
Sync your users from [Active Directory/LDAP](#) or you can always create users directly in Okta.
- ✓ [Set up Single Sign-On \(SSO\) for Apps](#)
Choose from over 7,000 pre-built integrations within the Okta Integration Network or use our guided [App Integration Wizard](#) to add your own custom apps.
- [Add another Okta Admin](#)
Set up another Super Admin in case you get locked out and delegate administration to a [lower-privileged admin](#) so they can manage apps, users, and password resets.
- [Activate MFA Factors to Access Okta](#)

In-app



Customer Success Hub

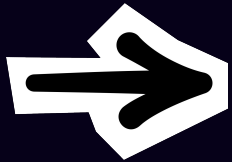


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Example personalized onboarding video



Dynamic fields
include ***status
of tasks, key
account
contacts...***



Let's explore your first steps.



We're here to help every step
of the way!



Cool experience.
So what?

Early SundaySky Impact

HIGHER EMAIL ENGAGEMENT WITH VIDEO

Up to 66% email open rates
Up to 33% email click-through rates



MORE TIME SPENT CONSUMING CONTENT

47% of new users watch more than 30 seconds



FASTER TIME TO VALUE

2-3 hours to create first video vs. 7-8 days (on average)



Okta Impact



BOOST IN CUSTOMER HEALTH

2X GREEN HEALTH SCORES

INCREASED VIDEO VIEW RATES

69% AVERAGE VIDEO VIEW RATE

CUSTOMER SATISFACTION

75% OF RESPONDENTS SAY THAT
IN-APP GUIDES ARE HELPFUL



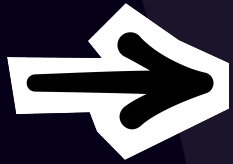
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AI Accelerates

- Get started quickly
- Iterate your message for the specific touchpoint:
product guide, email comms, video
- Drive internal efficiency & a better customer
experience

Final Thoughts



1. Compelling personalized digital onboarding experiences are achievable & **amplify Customer Success resources**
2. Pendo can help, at scale using **data**
3. **Maximize communications strategy** with email, video & AI tools for a comprehensive journey





Q&A