

## Success Story

How interactive  
onboarding elements  
helped Grupo IOB  
**decrease** support  
tickets:



## Quick Summary

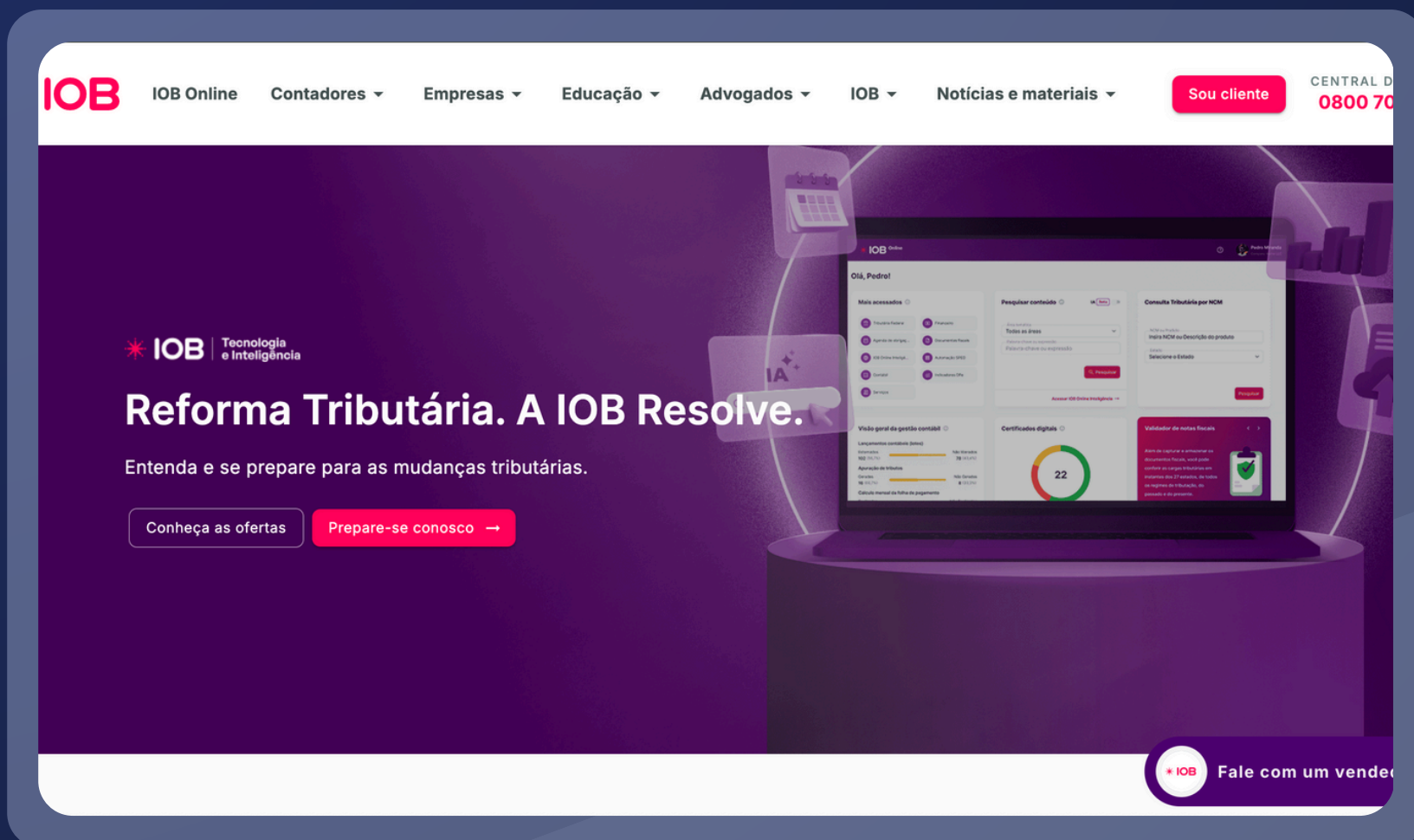
- ★ Grupo IOB's support tickets went up; **the problem** was the training portal onboarding.
- ★ The onboarding team requested more portal changes; **the devs** were struggling to prioritize.
- ★ They needed **a solution** to assist devs as well as the onboarding team with the support tickets.
- ★ With UserGuiding, tickets **decreased** and developer inclusion was no longer needed.







**Grupo IOB** is a leading provider of financial and accounting training in Brazil.



But according to UX researcher Gislaine Viches, there was one problem:

Even with a robust training portal, **support tickets** were piling up.



# The Problem

The issue IOB faced was simple:

Their training portal was **falling short** in user onboarding.

*"We thought the portal would carry the load, but as tickets increased, we saw both onboarding and dev teams were stretched thin. The process wasn't sustainable."*

*- Gislaine Viches, UX Researcher & Writer*

Support tickets piled up, and both onboarding and development teams were stretched thin.





# Switch to UserGuiding

With UserGuiding, they started using interactive user onboarding elements.

*"We were already experiencing a problem. So when we presented the solution, it was immediately welcomed."*

*- Gislaine Viches, UX Researcher & Writer*

The onboarding team finally had **full control** without needing dev involvement.

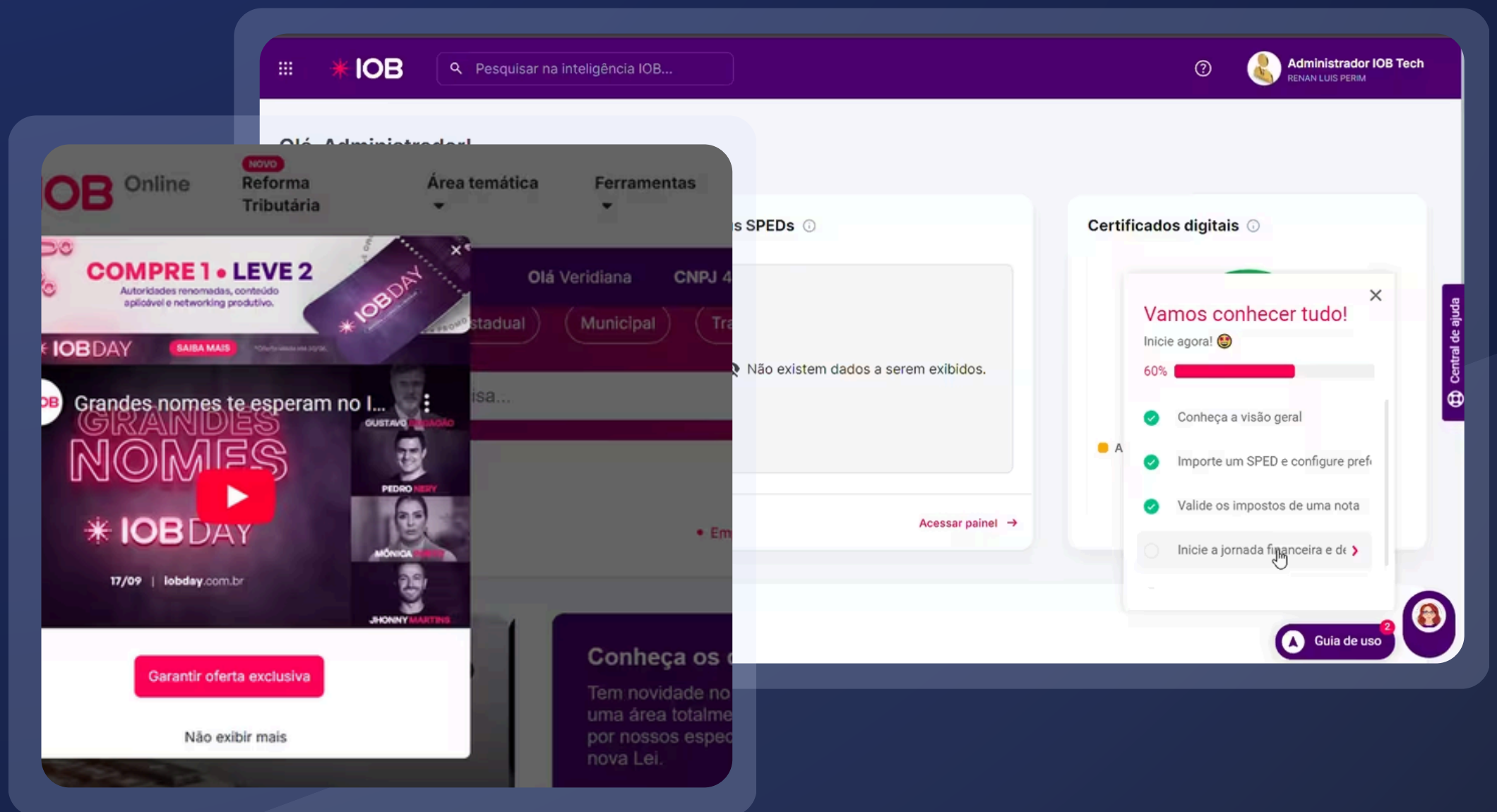






# End Result

IOB began using checklists, guides, and hotspots.



And that ended up assisting the team more than they expected...





## End Result

Ultimately, much was achieved:

*"We not only reduced support requests, but also built a scalable onboarding process. Our main flow completion rate now exceeds 75%, and customer feedback on the onboarding experience has never been better."*

*- Gislaine Viches, UX Researcher & Writer*

Best of all, today IOB's onboarding doesn't rely on developers' availability.



## Success Story

And that's how IOB reduced support tickets.

What will be your success story?

Book a demo now!

