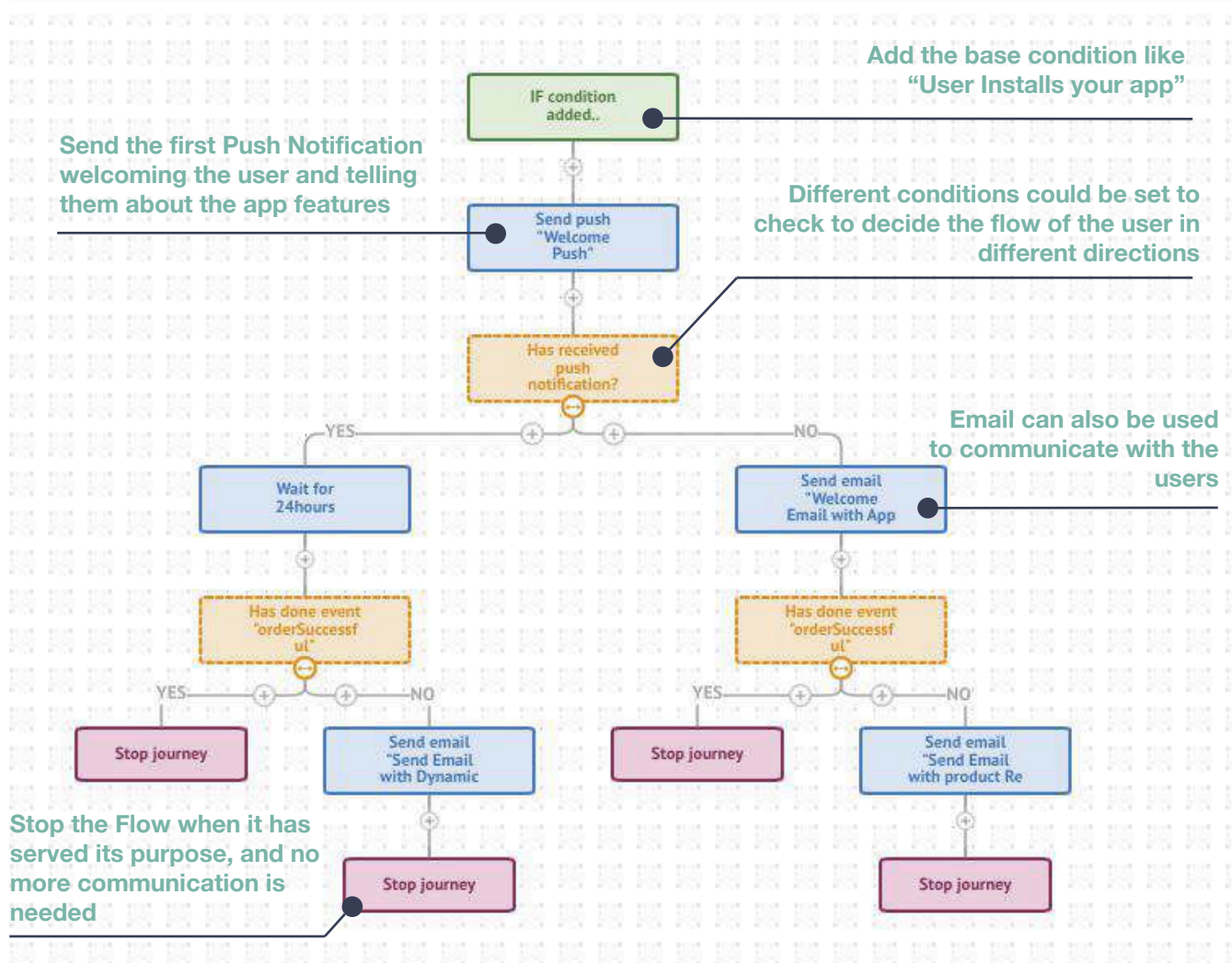# ⵖ Flows

Implement User Onboarding

For an app/website, to build a long-term relationship with customers, user onboarding is crucial. Successful onboarding can not only reduce drop-offs but also increase customer LTV.

However, creating an onboarding flow, with traditional methods, is a tedious task. But with the help of MoEngage Flows, one can create a user onboarding flow within minutes.

Let's take a look at an example Flow for User Onboarding.

Onboarding Journey

Add the base condition like "User Installs your app"

Send the first Push Notification welcoming the user and telling them about the app features

Different conditions could be set to check to decide the flow of the user in different directions

Email can also be used to communicate with the users

Stop the Flow when it has served its purpose, and no more communication is needed

Similarly, marketers can use MoEngage Flows to engage customers at each stage in the customer lifecycle. Interested in using MoEngage Flows to onboard users on your app/website?

Go to Moengage.com/flows Or contact sales@moengage.com