



## Documentation

### Getting Started

What is Segment?  
[How Segment Works](#)  
Getting Started Guide  
A Basic Segment Installation  
Planning a Full Installation  
A Full Segment Installation  
Sending Data to Destinations  
Testing and Debugging  
What's Next  
Use Cases

### Guides

### Connections

### Unify

### Engage

### Privacy

### Protocols

### Segment App

### API

### Partners

### Glossary

### Config API

### Help

All Aboard!. For example:

```
{
  "type": "identify",
  "userId": "43",
  "traits": {
    "email": "jack@example.com ",
    "createdAt": "2015-08-04T01:04:24+00:00",
    "finished_registration": "true"
  }
}
```

Upon receiving this `identify` call All Aboard! will search for a customer with email address `jack@example.com`, create one if none exists, and append the `finished_registration: TRUE` trait to the customer.

## Best concierge onboarding practices

Segment allows you to expose what your users do in your application. This information helps can help you qualify your trial customers based on their potential business value and send them more personalized call invitations through All Aboard!

For instance, using our simple example above perhaps you only want to invite customers who completed the registration process to an onboarding call. The `finished_registration: TRUE` trait allows you to quickly identify these customers.

Traits are also useful in helping you have a more personal dialog with your trial customers. More personal call invitations encourage your most qualified customers to schedule a call with you.

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