

# Post-Kickoff & Post-Launch Surveys



## Post-Kickoff Survey:

Post-Kickoff Surveys can help you identify early misaligned expectations. The earlier you can identify those flags, the more time you have to correct the mistakes. This survey should be triggered the day of or the day after the Kickoff Call is completed.

- Based on your expectations, how did your onboarding call go?
- What would you have liked to see during the call that you didn't?
- Any additional feedback?

## Post-Launch Survey:

Post-Launch Surveys also help you identify early misaligned expectations. However, at this stage it's likely that you'll need a manager to reach out directly to see how mistakes can be corrected.

- Based on the expectations set by your Onboarding Specialist, how did your onboarding process go?
- Do you feel your Onboarding Specialist was well equipped (with support, ideas/solutions, etc.) to get {Product Purchased} live and have long-term success?
- What would have helped to make your onboarding process better and/or more efficient?
- Any additional feedback?

