COVENANT OBIOMA

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CUSTOMER ONBOARDING | IMPLEMENTATION SPECIALIST

3+ years getting new customers live, trained, and to first value fast. Owns the customer's path from kickoff to “aha moment” — running live Zoom trainings, managing implementation checklists in HubSpot and Trello, and driving a 35% reduction in time-to-value through structured, milestone-based onboarding. A finance background means reading early account risk and support-load patterns other onboarding specialists miss.

WORK EXPERIENCE

Customer Onboarding Jan 2025 – Apr 2026

CrowFran Innovations | Remote

*SaaS company behind **Hotelace**, a cloud and on-premise Property Management System (PMS) designed to streamline hotel operations across front office, housekeeping, billing, accounts, inventory, and other key departments.*

- Redesigned the onboarding workflow into a six-stage, dependency-linked implementation board, cutting implementation time from 24 to 10 days (58% reduction) within a 30-day signup-to-activation cycle: a 35% reduction in time-to-value overall.
- Deliver 10–25 Demo sessions with sales, held training sessions (1:1 and group, live on Zoom) monthly, onboarding at least 5 new accounts and supporting 5 go-lives (product fully up and running) per month.
- Handle technical configuration (settings, integrations) and data migration — room inventory, rate plans, bookings, guest profiles; plus UAT and readiness checks ahead of go-live, achieving a 40–60% go-live success rate without major post-launch issues.
- Manage implementation checklists and account progress in HubSpot and Trello, giving Sales and Product visibility into where each customer stood in the onboarding journey; maintain an estimated 90% onboarding completion rate.
- Resolve an average of 10 onboarding-related escalations and 5–10 onboarding-related support tickets per account per month, within 4–48 hours (2 days); support ticket volume drops noticeably once accounts go live.
- Increased 30–90 day feature adoption by 28% (with 70% of onboarded customers going on to fully adopt the product) and improved retention by 22%, by identifying where customers stalled after go-live and following up with targeted, milestone-based check-ins; held 98% SLA compliance and 95%+ first-contact resolution across 50+ avg. daily customer interactions.
- Fed recurring onboarding friction and drop-off patterns back to Product, and used an implementation-specific CSAT of approximately 70% to keep refining the onboarding process; built and documented a customer success playbook, starting with a manual health scorecard later migrated to a HubSpot-based health-scoring system.

Sales & Growth (Merchant Onboarding) Oct 2025 – Dec 2025

Pepagora | UAE (Remote - Contract)

Global B2B marketplace connecting suppliers and buyers across international supply chains.

- **Guided prospective merchants through platform onboarding and early activation** via structured outreach, identifying the most common drop-off points in the merchant signup journey.

- Fed onboarding drop-off findings back into outreach sequencing, improving early activation messaging and reducing avoidable drop-off.

Customer Success Manager (Account Management) Jan 2022 – Apr 2024
Ecomed Pharmaceuticals Limited | Ogun State, Nigeria
B2B pharmaceutical manufacturing and distribution company — providing contract manufacturing, production, and supply chain services to regulated pharmaceutical clients.

- Guided new manufacturing and distribution clients through proposal, setup, and first production run, standardizing a ~3–4 week onboarding process to cut ramp-up time and reduce early support contacts.
- Joined as the first Customer Success hire in a newly created role with no existing playbook, and designed the account onboarding process from the ground up.
- Applied a financial reconciliation background to flag revenue-risk accounts during onboarding, before they became churn or billing disputes.
- Achieved a 100% account renewal rate across a $100K–$300K portfolio of 60 accounts by proactively engaging accounts ahead of renewal dates.

TOOLS & CORE COMPETENCIES

- **Implementation & Training:** Implementation management, live customer onboarding calls (Zoom), 1:1 and group training delivery, kickoff-to-go-live coordination, technical configuration, data migration, UAT/readiness support
- **Onboarding KPIs:** Time-to-value, kickoff-to-go-live cycle time, onboarding completion rate (~90%), go-live success rate (40–60%), blocker resolution time, implementation CSAT (~70%), post-go-live support load, full product adoption rate
- **Process & Program Management:** Implementation checklists and SOPs, milestone tracking, change management, risk management, process design, SLA adherence for onboarding tasks
- **Cross-Functional Coordination:** Stakeholder communication, Sales-to-CS handoff management, Product feedback loop, support-load reduction through better onboarding design
- **Tools:** HubSpot, Trello, Zendesk, Crisp, Mixpanel, CRM, Zoom, SQL, spreadsheet reporting

CERTIFICATTIONS

Certified Customer Success Specialist (CCSS) Oct 2025
Certified Customer Success Executive (CCSE) Oct 2025

EDUCATION

University of Nigeria, **Nsukka, Enugu**
Business Administration; Major in Accounting (B.Sc)

ADDITIONAL

- Publish SaaS onboarding and activation thought leadership content on LinkedIn and Medium.
- Working knowledge of SQL for cohort analysis and activation-funnel filtering.