What To Expect: Six Steps to a *Successful* Platform Launch

We're excited to collaborate with you over the next couple of weeks to prepare for a celebrated campus and alumni introduction to PeopleGrove.

Onboarding includes two phases – Pre-launch and Post-Launch. First, we'll gather institution-specific assets and use them to configure your platform, and then we'll import user records to ensure a quick & easy login experience for everyone. Post-launch, your Customer Success Manager (CSM) will review the launch success and discuss plans for additional growth and promotion of the platform.

This step-by-step timeline will give you a sense of what to expect throughout the process. Let's get started.

01 WELCOME | within three days of contract receipt

Expect your first correspondence from your onboarding team. This team is dedicated to ensuring your site goes live on time and with a well communicated, cooperative plan. After your contract is signed, we'll email you access to the onboarding project management site. Here, you'll find all the relevant information we'll need to brand and provision your site.

02 COLLECT DATA | one-week post welcome

To build the platform, we need your input. First, we'll survey your brand and ask for colors, logos, and images we'll use to make the platform unique to your institution. Second, we'll ask for the information of pre-approved users (students, faculty/staff, and alumni) ready to join the exclusive network. This will eliminate the staff time otherwise required to manually approve thousands of individuals.

03 PLATFORM SETUP | one-week post welcome

Now that we have received the onboarding surveys, we'll turn our attention to provisioning the platform. We will be looking at your answers and the brand assets you provided. While we build, you can explore your onboarding room and familiarize yourself with the platform functionality.

04 LAUNCH PREP | two weeks post welcome

The launch is an essential milestone in the adoption of your platform. To build a successful network, we need to get alumni and students to join! We drive learners into your PeopleGrove network as quickly as possible to ensure each community reaches an optimal and balanced number of student and alumni users. By ensuring the network comprises individuals across industries and backgrounds, we can meet the expectations of all first-time users.

We have specific activities to drive audience awareness and sign-up:

- First, you'll announce the exciting news of our partnership with your community, letting them know an invite from PeopleGrove is coming soon.
- Next, the platform will generate personalized invites for individuals to claim their accounts. The PeopleGrove system provides smart nudges and personalized content to ensure widespread adoption.

LAUNCH! | as soon as launch prep is complete

05 REVIEW | 2 weeks post-launch

We know that launching and adopting a new software platform can be overwhelming. But don't worry; your CSM is here to help strategize continued growth and community-wide adoption. You will schedule a review call with your CSM two weeks post-launch. During this call, you'll review your institution's platform success. Your CSM will also share our customer knowledge base and introduce Growth and Adoption Meetings (GAM). These meetings are your recurring touchpoints with your CSM. A shared document called a GAM Plan will document platform growth and track progress on platform adoption strategies. You'll also learn about ongoing support.

06 MEETUPS | ongoing

PeopleGrove hosts virtual customer meetup sessions around engagement strategy. Customers come to learn from the success of others and hear industry best practices first-hand. These are one of the best ways for our customers to get the most out of their relationship with us and share feedback that helps us continue to innovate and improve our products.