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[Essentials of Software-as-a-Service \(SaaS\) Business.](#)

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## Customer Retention in Delight Stage

Winning a new customer is only the beginning in SaaS. Long-term success depends on what happens after: retaining that customer and turning them into a loyal advocate. This phase of the customer journey, known as the **delight stage**. It focuses on delivering such a positive experience that users not only stay but also promote the product to others.

In the following 2 videos, we'll explore two key areas of this stage:

- **First, effective user onboarding**, which ensures that new customers quickly see value and feel confident using the product;
- And secondly, **proactive customer support**, which helps sustain satisfaction and prevent churn throughout the customer lifecycle.

Focusing on these two areas can reduce churn, increase customer lifetime value, which we'll talk about later in this course, and ultimately drive sustainable growth.