

ChurnZero + Absorb

Customer education: the key to higher adoption and retention.

Effective and efficient customer education programs are critical to your customers' experience and journey to success. The ChurnZero/Absorb partnership empowers your team to reimagine each customer's learning journey from awareness through advocacy. Deliver engaging learning experiences at scale, supported by robust reporting tools to measure the ROI of your customer education programs.

Education unlocks customer success

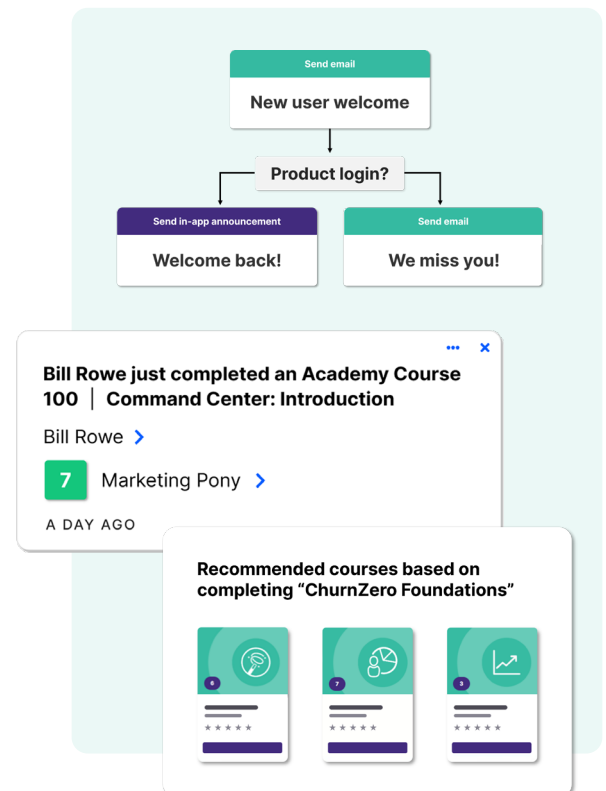
Give your customers guided learning paths, instructor-led training events, and award credentials with Absorb. Manage and measure the impact in ChurnZero. Utilize ChurnZero's automation and segmentation to design, optimize, and deliver education programs that increase efficiency, boost product adoption, and drive retention at scale.

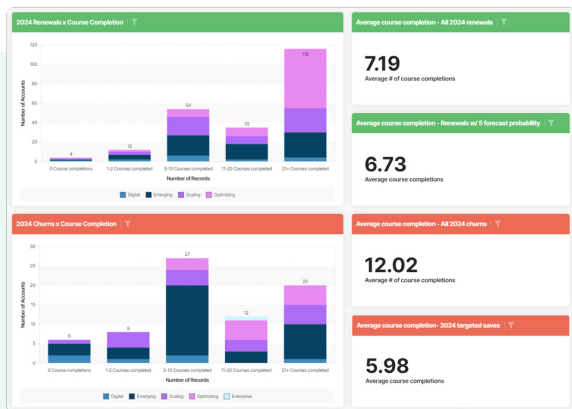
Increase efficiency

- Refocus your CS team on strategic initiatives and eliminate 1:1 trainings with systematic, on-demand learning experiences for every customer.
- Reduce your support team's load with targeted training modules on the features where customers get stuck.
- Standardize, automate, and measure learning at every stage of the customer lifecycle with journeys and playbooks.

Boost customer engagement

- Deliver personalized training content, celebrate learner progress, and nudge users who need more support via email and within your application.
- Leverage customer insights to suggest relevant courses based on user behavior.
- Stay on top of customer learning progress or identify roadblocks with alerts.





Tap into learning data

- Measure your education program's impact on product adoption, satisfaction, and retention.
- Use in-progress course data to surface upsell or cross-sell growth opportunities.
- Share learner data directly with customers through Account Insights, allowing customers to track their team's learning progress in real time.



Get even more out of Absorb LMS with add-ons

Absorb Intelligence

Enhance the learner experience with natural language recognition-powered course recommendations and search results. Streamline LMS administration with AI-powered automation and reporting.

Absorb Engage

Create a more interactive learning environment with gamification, eye-catching billboards, social learning, and collaborations.

Absorb Elite Support

Get a dedicated client success manager to help you reach your learning goals with progress reports, a dedicated sandbox, one-on-one training, and more.

Absorb Create

Build and author your own courses with drag and-drop, no-code functionality, accessibility features, and a robust library of customizable templates and themes.

Absorb Analyze BI

Help your team and your business make informed decisions with interactive reports and customized dashboards that visualize key customer trends.

[Find out more.](#)