



Customer education: The secret sauce for client growth

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Today's session

What you'll learn

1

Why customer education is on the rise, and the importance of getting started now

2

How to get started and choosing the right solution for your customer education needs

3

You've started, now uplevel your customer education program for success



Poll

How many of you have a customer **education
program** today?



Poll

How many of you are happy with your
customer education program?



What is customer education?

Customer education is a program that makes it easy for your customers or users to access training at critical moments in their journey, empowering them to adopt your products and reduce time to value.

Source: [Zendesk 2022](#)



The **rise** of customer ed

And why if you aren't doing it yet, you need to get started

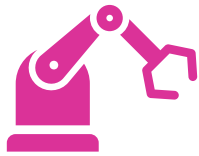


80% of organizations think they provide superior customer service and training, but only **8%** of their customers agree.

Source: eLearning Industry

How we got here

How the market has shifted to customer education



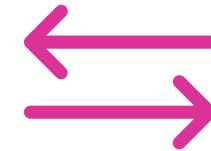
Complexity

The accelerated growth of the SaaS industry has brought a new wave of customer education needs. With more complex technology the need for new skills rises.



Expectations

Customers in today's landscape are expecting more and more from organizations. They want to self-serve and it's critical to give them the tools to.



Evolving

Customer education is changing rapidly, and organizations are investing more everyday. If you aren't already doing it, you need to start now.



Why you need to start now

Measurable business impact

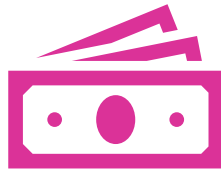


Increased
Customer
Retention

Companies with a customer training program experience a **92%** renewal rate.
- TSIA



Higher
Customer
Satisfaction



Reduced
Support
Costs/Tickets



Increased
Product
Adoption

68% of customer increase product usage post training.
- TSIA



Improved
Customer
Onboarding

Post training, **87%** of customers are more likely not to submit a ticket and work independently - TSIA

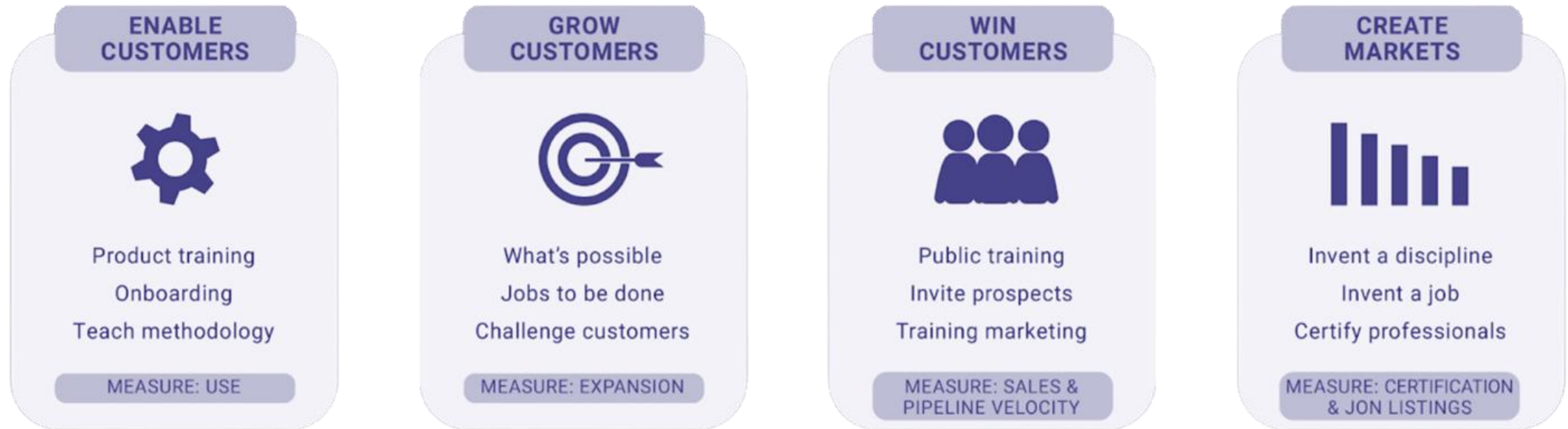


New
Customer
Advocates



The customer education growth framework

Source: Service Rocket



Getting **started**

And choosing the right solution for your program



The map to success

How to get started with your customer education program



The tool for success

What to look for in the right solution



Ease of Use

End user and admin simplicity



Performance & scalability

Reliability & adaptability for growth



Course authoring

Custom course building



Reporting & analytics

Powerful dashboards & reports



Customization

Full white-labeling of portal



Multi-tenant

Multiple secure portals



Engagement

Gamification and social learning



Data Ownership

Secure and trustworthy



Integrations

APIs, connectors or headless



Customer Support

Responsive and supportive



Absorb Academy: Supporting customers through self-serve education

Technology; Customer Education

Context

Founded in 2003, Absorb Software is a global LMS provider.

Absorb is an AI-powered LMS with robust functionality for building successful learning programs to a variety of audiences

Absorb Software has over 2600 customers around the world ranging in size and serve multiple industries

Challenge

Absorb sought a way to provide a self-serve education program for their customers, outside of their traditional knowledge base.

They need a program that could be easily accessed, host a range of content and material, while being able to track usage

Solution

Using their own LMS, Absorb created a multifaceted academy for their customers.

The Absorb Academy houses courses designed to support a self-serve model making it simple for customers to gain the knowledge they need to use the solutions most effectively

Results

~5K 

Admins have earned their LMS Administrator training certificate

3.8K 

Average customer logins per a month

70+ 

Different courses in the academy for customers to take

-12% 

Reduction in Support tickets

+14% 

Improvement in self-help NPS



Absorb Academy In Action

The screenshot displays the Absorb Academy homepage with a dark blue header. The header includes the Absorb Academy logo on the left and navigation icons (search, notifications, user profile, and menu) on the right. The main content area features a large hero section with a woman's portrait and the text "LEARN EVERYWHERE. Master your learning program with Absorb LMS." To the right of the hero section is a yellow box with the text "EMPOWER LEARNING. Become an expert in your admin role." and a "VIEW YOUR TRAINING" button. Below the hero section are six tiles: "Enrollment Frequently Asked Questions (FAQs)" with a circular arrow icon and a "Resume" button; "My Courses" with a laptop icon and the text "See courses you are enrolled in"; "Catalog" with a city skyline icon and the text "See a complete list of available courses"; "LMS Core Training" with a document icon and the text "New to Absorb? Start your learning with the LMS Core Administrator Training curriculum"; "Release Training" with a clipboard icon and the text "Learn more about the latest features added to the Absorb LMS"; and "Absorb LMS Tutorials" with a stack of books icon and the text "Short courses to deepen your knowledge of the Absorb LMS".

Absorb Academy

ABSORB Academy

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EMPOWER LEARNING.

Become an expert in your **admin** role.

[VIEW YOUR TRAINING](#)

Enrollment Frequently Asked Questions (FAQs)

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Maintaining **success**

And strategies for upleveling your customer education



Thinking of the long-haul

Practical strategies for success

**Tailoring
content to
different
customer
segments**

**Leveraging
different
formats**

**Implementing
gamification
and interactive
elements**

**Measuring
and
iterating**



Key takeaways

What to take note of



Don't just focus on 'how' to use your product, **but the 'why' behind the usage**



Take an agile approach, do a pilot launch and continue to iterate throughout



Ensure you are not focused solely on program usage, **and are measuring business impact**

Download our eBook on customer education



Fostering customer success

Enhance customer training
with an extended enterprise LMS

Let's Discuss!

Q&A





Thank you!

Simplify Learning. Amplify Potential.

www.absorblms.com

