Great Customer Training Requires the Right Technology Fit

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Top Business Priorities for Organizations

1	Improving customer experience
2	Gaining market share
3	Developing new products/services
4	Driving innovation
5	Improving sales effectiveness

Source: Brandon Hall Group 2018 HCM Outlook Study

Improving Customer Experience

Stronger relationship after the sale

Staying ahead of the informed consumer

Less reliance on customer support

Customer Experience Drivers

Customer expectations are changing

Training is becoming a strategic weapon

Product life cycles are much faster

Customer training is a critical step in CX

Distributed and augmented workforces

Increasing pressure of corporate compliance & security

Customer Management
Lifecycle

1
Customer Relationship Management

- Mange every stage of the customer lifecycle, from the sales process to renewals, expansions and beyond.

2
Communication Automation

- Seamlessly send time-critical communications to increase engagement and keep users informed.
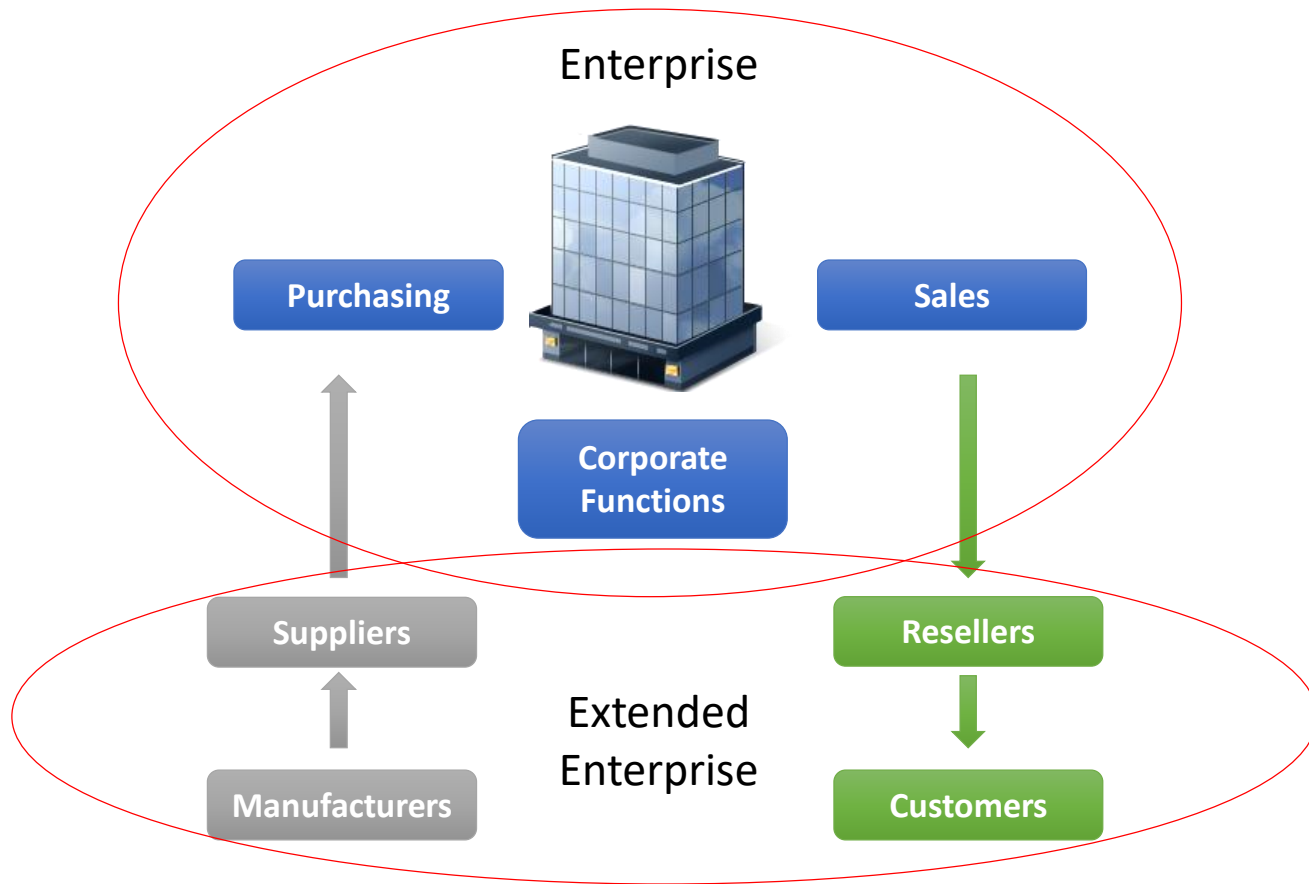
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Customer Success Platform

•This is a rapidly growing software category. These valuable technologies will help you manage customer engagement and provide a single view of sentiment risk and status of each customer.
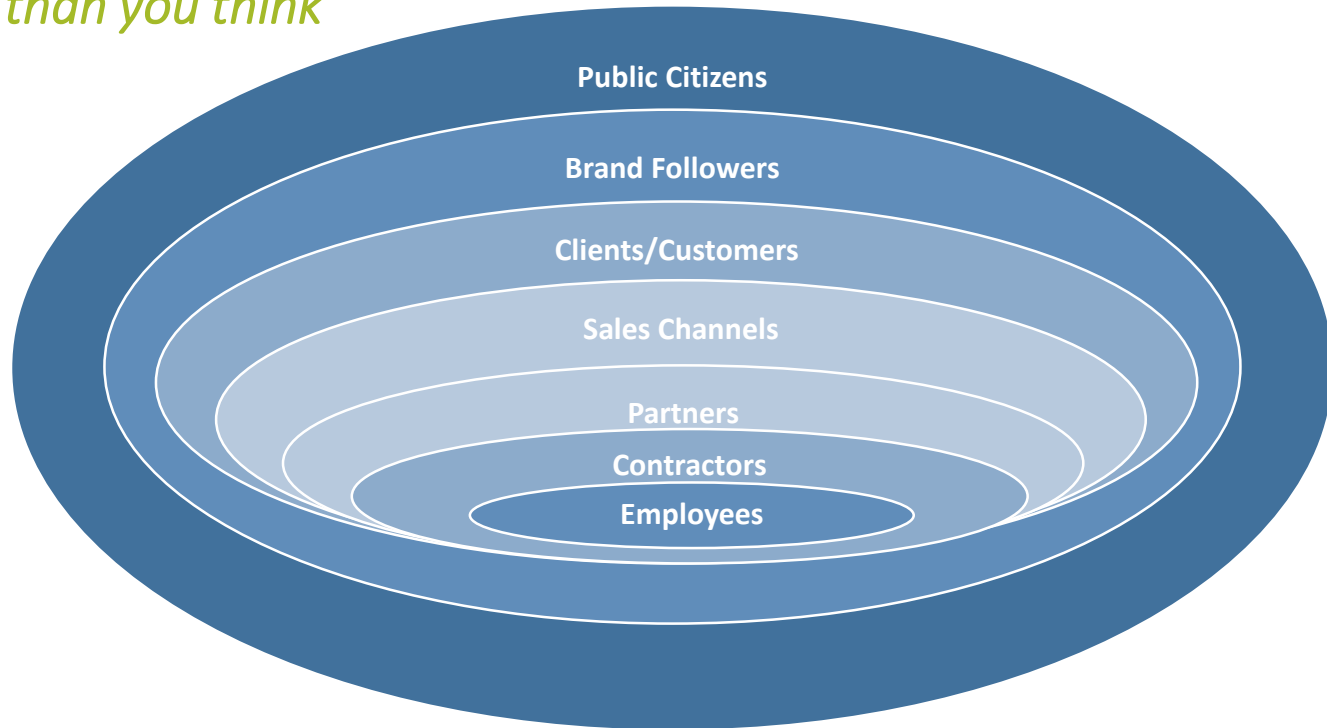
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Customer Service

•Otherwise known as help-desk or support systems, these platforms have been around for decades and fulfill a critical role in resolving and tracking customer questions.

Enterprise

Purchasing

Sales

Corporate Functions

Extended Enterprise

Suppliers

Resellers

Manufacturers

Customers

The Learning Ecosystem

Larger than you think

Public Citizens

Brand Followers

Clients/Customers

Sales Channels

Partners

Contractors

Employees

Poll Question

If your organization provides extended learning, what is the primary business reason?

1. Generate revenue
2. Customer loyalty
3. Supplier education
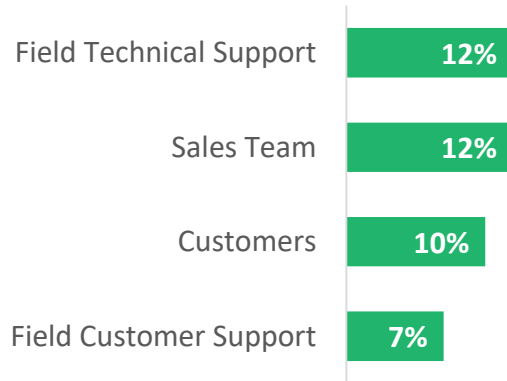4. Cut costs
5. Product support

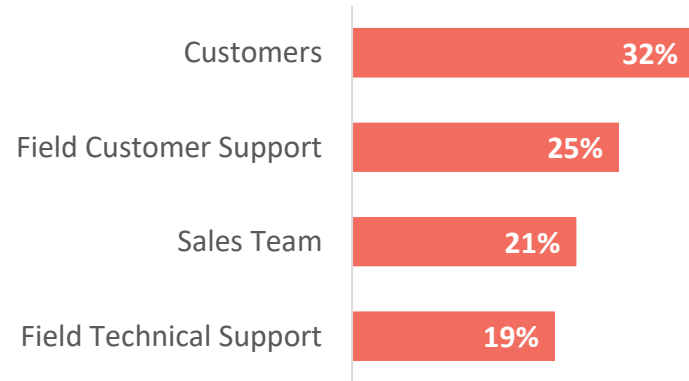# The Learning Audience Reaches Far and Wide

Targeted Training Monthly

Audience	Percentage
Field Technical Support	22%
Field Customer Support	21%
Sales Team	12%
Customers	5%
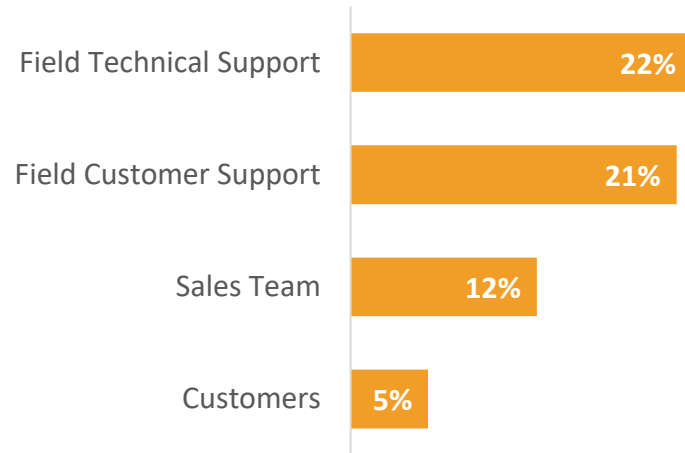
The Learning Audience Reaches Far and Wide

Targeted Training Weekly

Field Technical Support	12%
Sales Team	12%
Customers	10%
Field Customer Support	7%

Targeted Training Daily

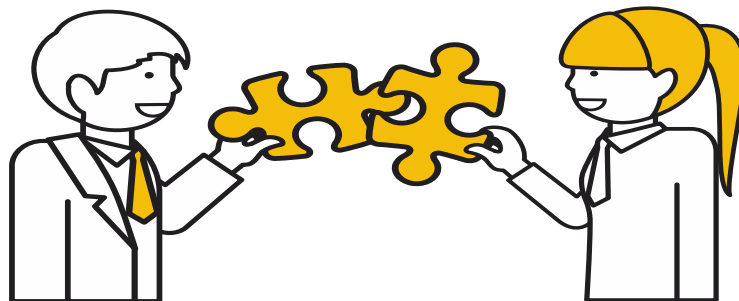|	
Customers	32%
Field Customer Support	25%
Sales Team	21%
Field Technical Support	19%

Customer Experience

"Digital transformation closes the gap between what **digital customers already expect** and what analog businesses actually deliver."

Greg Verdino

Business futurist and leading authority

on digital transformation.

The **ROI** of
Customer Training

Growth
(Source: McKinsey)

If a software company grows at **only 20%**, it has a **92% chance** of ceasing to exist within a few years.

Cost

Acquiring a new customer is **5 – 25** *times more expensive than* **Retaining** an existing one

Product Adoption
(source: TSIA)

68% trained customers use the product

87% trained customers work more independently

Renewal Rate
(source: TSIA)

92% Trained customers

80% Untrained

Profit
(source: Bain & Company - Frederick Reichheld)

5% Renewal rate increment = **25% to 95% More profit**

If renewal rate is **12%** higher, then profit increases by **60-228%**

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How Customer Training
Improves the Bottom Line

$$CHURN = \frac{\text{Rev "Quit" in Period}}{\text{Rev at Beginning of Period}} = +PROFIT$$

(*Investment in training reduces churn*)

$$CHURN = \frac{\text{Revenue Quit in Period}}{\text{Revenue at Beginning of Period}}$$

Before Training	After Training
20% $2,000,000	10% $1,000,000
$20,000,000	$10,000,000

The Layers of the Customer Training Tech Stack

The different types of software for customer success and training can be divided into a few broad usage categories:

Customer Lifecycle & Success Management

Training Delivery and Behavior Change

Customer Communication

CORE FEATURES
OF A CUSTOMER LEARNING TECHNOLOGY STACK

Native Authoring & Interoperability
Web-based tool to create highly engaging learning experience

Powerful Commerce Capabilities
Transaction management, optimized conversion, upsell & discount

Customer Segmentation
Manage large volumes of concurrent learning partners

Cloud Hosted & Secure
Scalable platform, no maintenance or development

Brandable & Responsive
White-label experiences across all devices anywhere

Integrated, SSO & APIs
Open and connected to interact seamlessly with your tech stack

Data & Reporting
Deep data, learner engagement and revenue analytics

The Extras

These programs enable real-time and asynchronous communication & collaboration

- ✅ Meeting Software
- ✅ In-App Coaching
- ✅ Chat Tools
- ✅ Community Software
- ✅ Blog Software

Survey Software

Tracking customer sentiment and feedback is critical to stay on top of churn. NPS (Net Promoter Score), CES (Customer Experience Score) and CSAT (Customer Satisfaction) are all key data points to track.

Email Marketing

Until you have full-fledged marketing automation software in place, you may rely on a dedicated email marketing service such as MailChimp or Constant Contact.

Three **Stacking Tips** from the Pros

1   **Connectivity is Key**

2   **Deliver at Scale**

3   **Don't Wait**

Now that you understand the various kinds of technology that make up a winning customer success and training operation, it's time to begin building. But first, here are three stacking tips from the pros that will save you time, money, and frustration.

Technology Selection

Key Considerations

- Build the Business Case

- Define the Business Stakeholders

- Identify Requirements

- Create Use Cases

- Scripted Demos

- Use References

- Identify Support Levels

- Integration

Build the Business Case

- Identify customer training needs

- How is customer training related to the business?
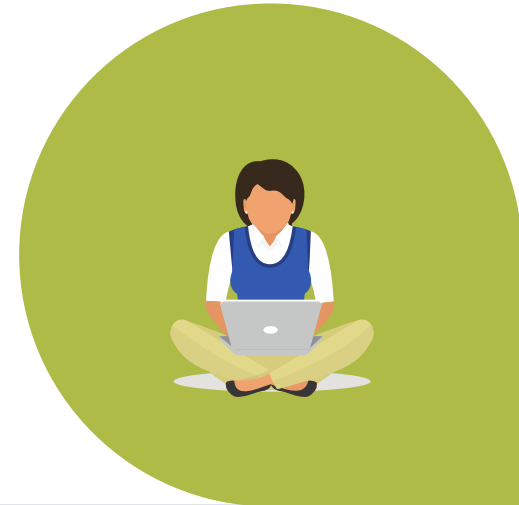
- What is the impact of no customer training?

Defining Business Stakeholders

- Who owns the customer relationship?

- Who has input/influence?

- Identify/define the audience.

Identify Requirements

- What is the must-have functionality?

- Prioritize.

- Focus on the future.

- Don't overdo it.

Create Use Cases

- How will customers interact with the training?

- What needs to be accomplished?

- What are the expected results/data points?

Scripted Demos

- Leverage use cases to create demo scripts.

- Don't go by generic demos.

- How does the system handle the specific needs of your customers?

Use References

- Reach out to current clients that use the system for customer training.

- Ask specific questions based on your use case.

- Don't discount the input of favored references.

Identify Support Levels

- What type of support is provided for end users?

- Who is responsible for support?

- What type of training is required for the technology?

Integration

- What other customer facing systems are there?

- How does customer training fit into the learning ecosystem?

- What finance/tax/shopping cart solutions need to be considered?

Questions?

Thank you

for joining us today!

If you have any additional questions, please email us at success@brandonhall.com.