

Docebo Builds Well-Oiled Release Readiness Machine

Docebo

Best Customer Training Program

January 2023



Company Background



Company-at-a-Glance	
Headquarters	Toronto, Ontario, Canada
Year Founded	2005
Revenue	\$104.2m fiscal year 2021
Employees	726
Global Scale (Regions that you operate in or provide services to)	NA, EMEA, APAC, Middle East
Customers/Output, etc. (Key customers and services offered)	2,805 total customers, major brands including Wal Mart, RE/MAX, AWS, Dine Brands, NCAA, BMW and more
Industry	Software
Stock Symbol	TSX/Nasdaq: DCBO
Website	www.docebo.com

Budget and Timeframe

Budget and Timeframe	
Number of (HR, Learning, Talent) employees involved with the implementation?	5
Number of Operations or Subject Matter Expert employees involved with the implementation?	13
Timeframe to implement	3 months/continuous
Start date of the program	1/27/2021

Business Conditions and Business Need

As a SaaS organization, Docebo is committed to continuously innovating their products to meet their customers’ needs. With continuous innovation, however, comes the need for continuous change management and education. Docebo’s product release cycle in 2021 consisted of the following:

- Monthly product updates
 - New major features and functionality for all products are launched to all customers on a monthly basis
- Weekly maintenance releases
 - Minor fixes and bug improvements for all products are launched to all customers on a weekly basis
- New product releases
 - Docebo launched 5 new products in 2021, all off-cycle from standard monthly product updates
 - As they were launched, these new products were incorporated into Docebo’s standard release cycle, including monthly product updates and weekly maintenance releases

Prior to 2021, in the absence of a Customer Education team, Docebo’s release readiness strategy was virtually non-existent. The organization sent a monthly email and an in-product notification to its customers that linked to a product updates page on the company website. This product updates page included static release notes and links to updated knowledge base articles.

Docebo’s lacking release enablement resources led to the following challenges:

- Customers often missed important information and updates
- Internal customer-facing resources like support and customer success were tasked with answering repeat customer questions and demoing new functionality
- Customers lacked a single place to access all relevant resources and ask questions/share best practices with other Docebo experts
- Docebo customers began to perceive monthly product innovation as a burden rather than a benefit

As a result of the challenges listed above Docebo’s customers grew fatigued from Docebo’s pace of innovation, were unhappy with the level of support and enablement they received for monthly releases and were struggling to adopt new product functionality.

Overview

In 2021, to address the needs highlighted in the Business Conditions and Business Needs section of this application, Docebo set out to build a comprehensive multi-faceted release readiness strategy to help their customers keep up with Docebo’s rapid pace of innovation and master the new features released to them on a monthly basis.

The goal was simple: increase customer adoption of monthly releases and improve customer sentiment regarding release enablement. To do this, Docebo needed to improve two key areas: its systems and its content.

Docebo focused on optimizing and/or implementing the following systems as a part of this customer training program:

System Name	Type	Vendor	Optimized vs. Implemented
Docebo University	LMS	Docebo	Optimized
Docebo Help	Knowledge Base	Zendesk	Implemented
Docebo Community	Community	inSided	Implemented
Aha	Product Development	Aha	Optimized

Docebo focused on optimizing and/or implementing the following content as a part of this customer training program

Content Name	Format	System	Optimized vs. Implemented
Monthly Release Readiness Webinar	Webinar	Docebo University	Implemented
Monthly Release Readiness Course	Course	Docebo University	Implemented
Monthly Release Video	Video	Docebo University	Implemented
Knowledge Article Updates	Knowledge Article	Docebo Help	Optimized
Release notes archive	Knowledge Article	Docebo Help	Optimized
Monthly Release Sandbox Post	Product Update	Docebo Community	Implemented
Monthly Release Roundup	Product Update	Docebo Community	Implemented
Product Research & Design Posts	Community Posts	Docebo Community	Implemented

In addition to continuously measuring the success of the systems and content listed above, Docebo focused on the following goals for this program:

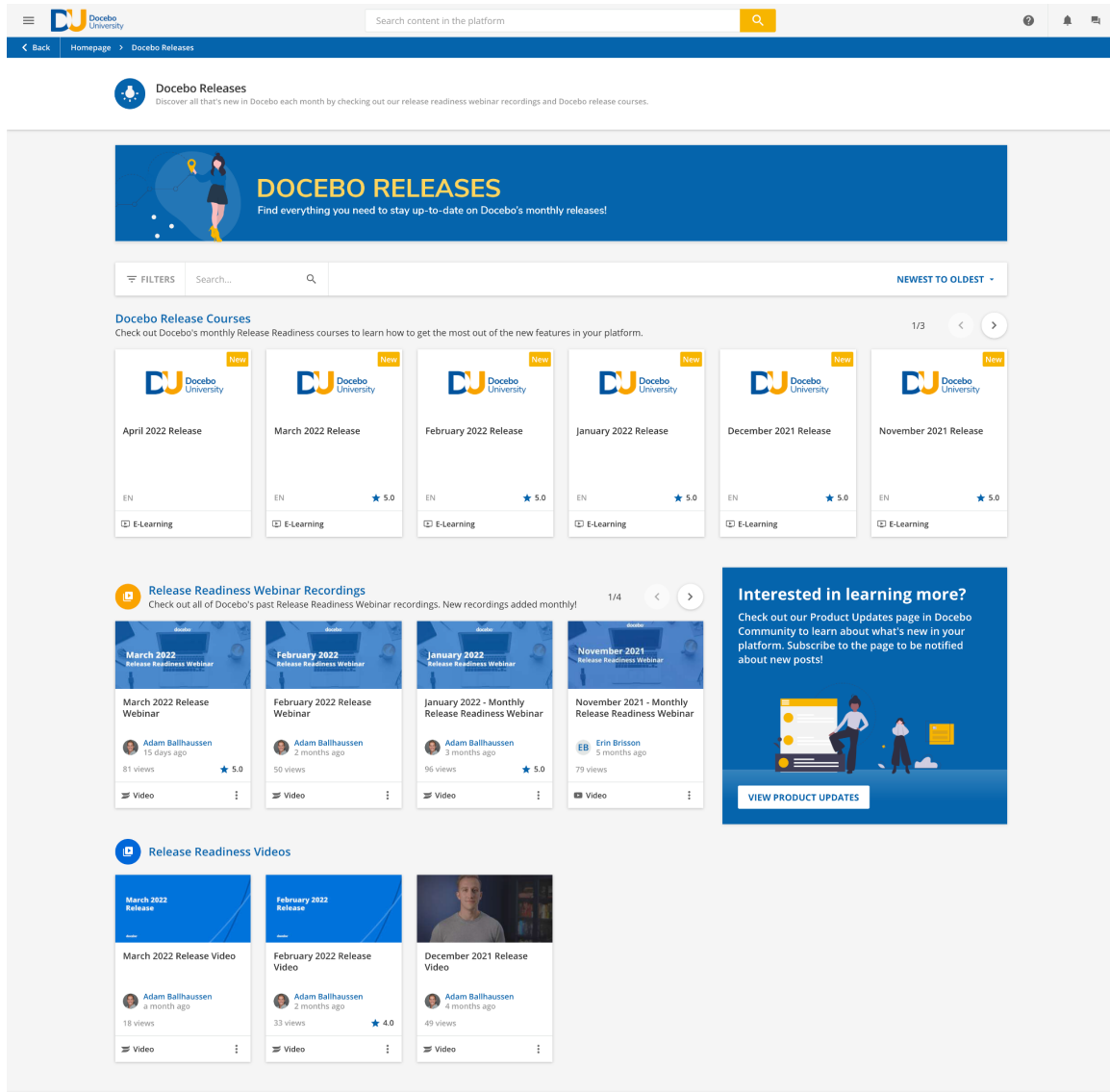
- Increase product adoption – measured by growth of customers’ Average Monthly Active Users (MAU) per installation
- Improve customer satisfaction and sentiment for monthly release enablement – measured by NPS and content-specific survey responses

Design of the Program

Step one for designing this program was ensuring that Docebo had the right systems and processes in place to deliver the necessary content. The following section will cover the design and innovation process for each system listed in the previous section.

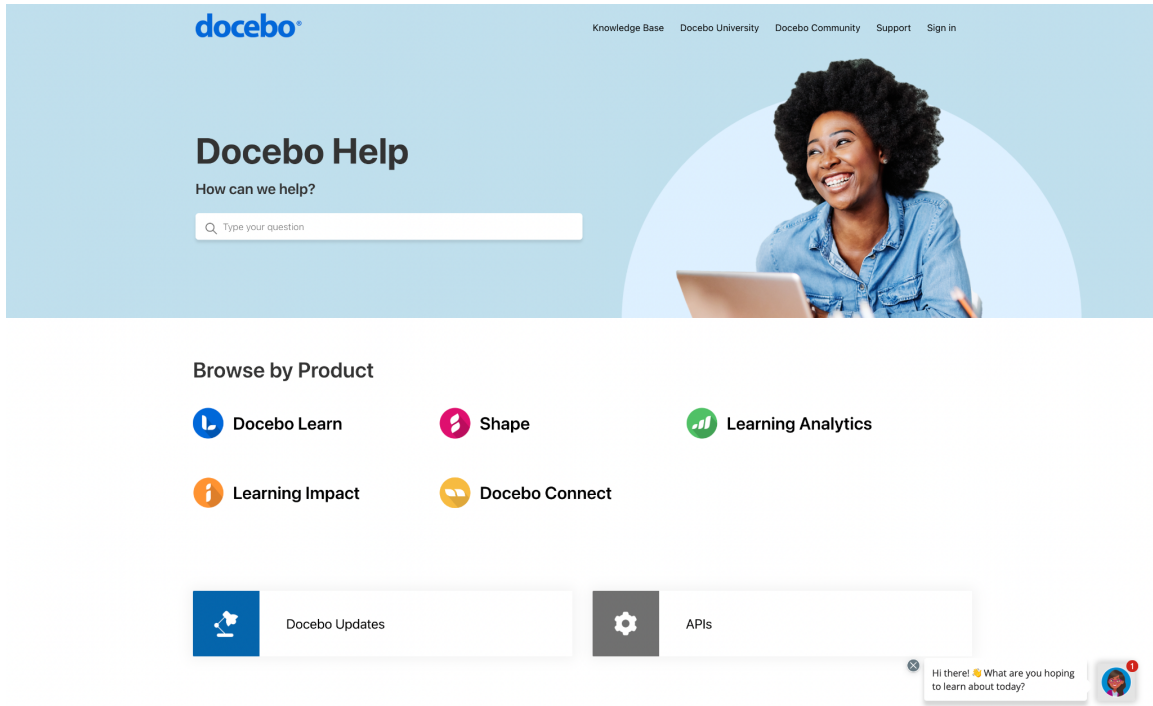
Optimizing Docebo University

Docebo launched Docebo University to its customers in October 2020. Docebo University serves as a training hub that helps customers grow a deeper understanding of how Docebo's products work and how they should be used. The initial design of Docebo University didn't include a dedicated space for releases, so the team took on the challenge of designing a simple yet effective Docebo Releases page in the platform. The Docebo Releases page allows learners to access monthly release courses (each delivered two weeks ahead of the release date), monthly release webinar recordings (uploaded after the webinar on release day), and monthly release videos (started in December 2021).



Implementing Docebo Help

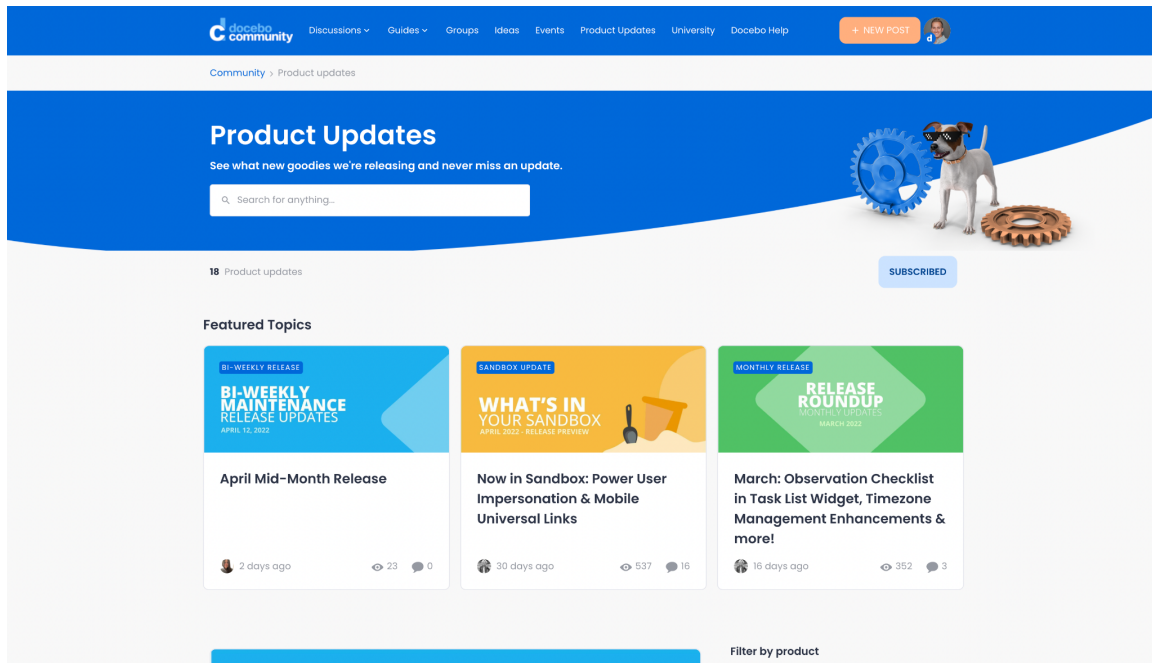
Prior to 2021, Docebo’s Knowledge Base was organized and delivered via WordPress. To easily manage versions of articles, easily recommend content in the support ticket creation flow, improve case deflection metrics, and better understand the way that customers interacted with Docebo’s knowledge base, the company decided to migrate to Zendesk Guide. Docebo launched Docebo Help (powered by Zendesk Guide) in early March 2021. This improved the learner experience and made it easier for Docebo to track the performance of their knowledge base as an extension of support.



Implementing Docebo Community

Prior to April 2021, Docebo customers were eager to connect with other customers to share advice and learn best practices. Docebo knew that with the right tool and the right strategy, they could give customers more than just a place to connect with one another. The vision for Docebo Community was to build a one-stop shop for customers where they could connect with one another, find information about product releases, share product ideas, and stay up to date with what’s going on at Docebo.

Since its full launch in May 2021, Docebo Community has grown to more than 2,500 members, has seen over 7,000 contributions, and most importantly has become a cornerstone of Docebo’s release readiness strategy. After the ideas portal, the Product Updates page in Docebo Community was the second most-viewed area of the platform in 2021.



Optimizing Aha

Delivering effective and timely release enablement content to customers is only possible when internal teams are in the loop on what the product team plans to deliver in upcoming releases. Docebo uses Aha to track their product roadmap internally. In an effort led by Docebo’s product marketing team, the organization completely redesigned the way the internal roadmap was organized and maintained. This made it easier for content teams across the organization to see what was upcoming and plan the necessary content appropriately, leading to the following benefits:

- Improved communication and transparency between the product team and other content teams
- Allowed content teams to release content to customers earlier than was previously possible
- Saved time for product managers by allowing content teams to self-serve to find information about releases rather than reaching out to them directly

With all the appropriate systems in place, Docebo could more effectively focus on delivering the right content to customers at the right time. The following list includes every type of content that Docebo offers its customers on a monthly basis to enable them on releases. Each content type was either optimized or implemented in 2021.

Monthly Release Sandbox Post

Docebo makes their monthly releases available to customers in sandbox environments six weeks ahead of the GA release. To ensure customers are aware of the functionality included in the sandbox each month, Docebo releases a sandbox post on the Product Updates page of Docebo Community.

Knowledge Article Updates

Docebo's Tech Writing team makes updates to the knowledge base each month to ensure that their documentation is always in line with the latest product functionality. Updated sections in the knowledge base are identified by adding (Updated!) in the header of each section that's updated.

Monthly Release Video

After a few months of sharing sandbox posts in the community, customers requested that Docebo "show" more of the functionality available ahead of the monthly release webinar. The release videos serve as sort of a "highlight reel" of each month's release, explaining the major changes and demoing the most noteworthy updates. The video is made available two weeks ahead of the GA release.

Monthly Release Readiness Course

Along with the monthly release video, the monthly release readiness course is made available to customers two weeks ahead of the GA release. This course dives deeper into understanding when and why customers might use certain new features, how they can set them up, and tests them on their knowledge. Docebo admins often leverage these courses by requiring other admins or power users at their organizations to complete the course, helping them ensure that everyone is always up to date on the latest Docebo functionality.

Monthly Release Readiness Webinar

Docebo's monthly release readiness webinars are a core component to Docebo's release readiness strategy. These webinars occur on release day and boasted a 50% average attendance rate and 55 average NPS in 2021. The webinars include a high-level overview of all that's available in the release, deep-dive demos for major changes, use case examples and discussions with Docebo subject matter experts, featured product managers, in-depth Q&A, and information about the materials available to customers to learn more.

Release notes archive

Docebo maintains a historical list of product updates on their website so that customers can easily browse back through release notes and see when certain changes were released.

Monthly Release Roundup

The monthly release roundup post is an omnibus post in Docebo Community that is posted at the end of release week each month. It contains release notes, links to all relevant materials listed in this section, a link to a Q&A post that answers all questions from the monthly webinars in written form, and links to any customer-submitted ideas from the community that were delivered as a part of the release. The release roundup posts are some of the most highly shared posts in the community.

Product Research & Design Posts

As part of its continuous innovation efforts, Docebo constantly seeks feedback from customers. One of the many ways that Docebo collects feedback from customers is via a Product Research & Design category on the community. In this category, product managers create posts that highlight features that are in development and ask customers specific questions. The goal of these posts is to give customers a preview of the current work being done by Docebo's product team, as well as help shape the way that the features are built to best-meet customer needs. These posts are often shared among other monthly release materials to help customers better understand why certain design decisions were made.

Delivery of the Program

Thanks to each of the systems Docebo implemented or optimized in 2021, delivering the content involved in this customer training program is effortless for Docebo. Docebo used two primary forms of delivery for this program: email and Docebo Community.

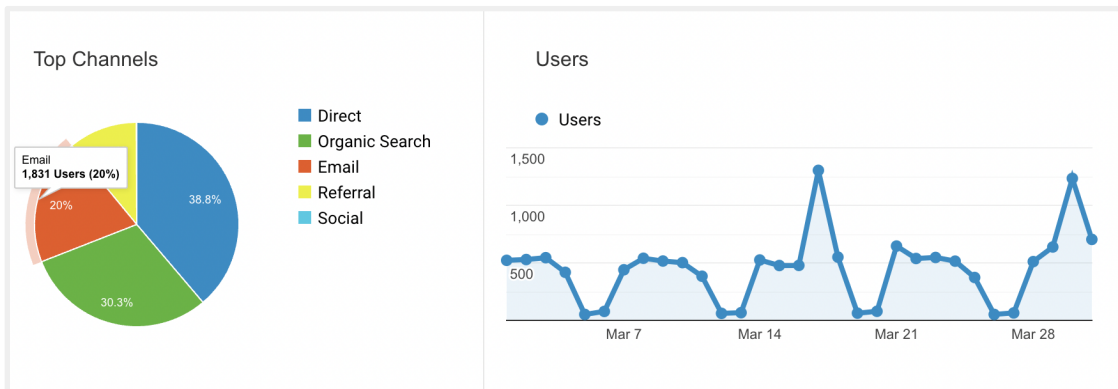
Email Communications

Docebo sends all customers an email inviting them to register for the release readiness webinar roughly two weeks ahead of the webinar. The registration page for these webinars includes the embedded release video and links to the release course/sandbox post.

After the release readiness webinar, Docebo sends a follow-up email to customers including a link to the webinar recording in Docebo University.

At the end of release week each month, Docebo sends a product digest email to all customers that includes a link to the roundup post in the community.

The following charts show an overview of the traffic to Docebo Community throughout the month of March 2022. The spikes in traffic that correspond to email sends in the middle and at the end of the month show how vital these email communications are to drive customer engagement in Docebo Community. Email is the third-highest ranking channel for traffic to Docebo Community, accounting for 20% of monthly traffic.



Along with these emails, Docebo also leverages in-product notifications to drive awareness of the available content.

Docebo Community

Docebo Community allows members to subscribe to any thread in the platform. As a result, Docebo encourages all customers to subscribe to at least the Product Updates and Product Research & Design discussion category in the community. Members who subscribe to these areas receive email notifications every time there's a new post, making it easy for them to stay up to date on the latest at Docebo.

Measurable Benefits

As mentioned in the Business Conditions and Business Needs section of this application, the focus of this customer training program was on the following two outcomes:

- Increase product adoption – measured by growth of customers' Average Monthly Active Users (MAU) per installation
- Improve customer satisfaction and sentiment for monthly release enablement – measured by NPS and content-specific survey responses

Here are the results Docebo was able to achieve thanks to this program in 2021:

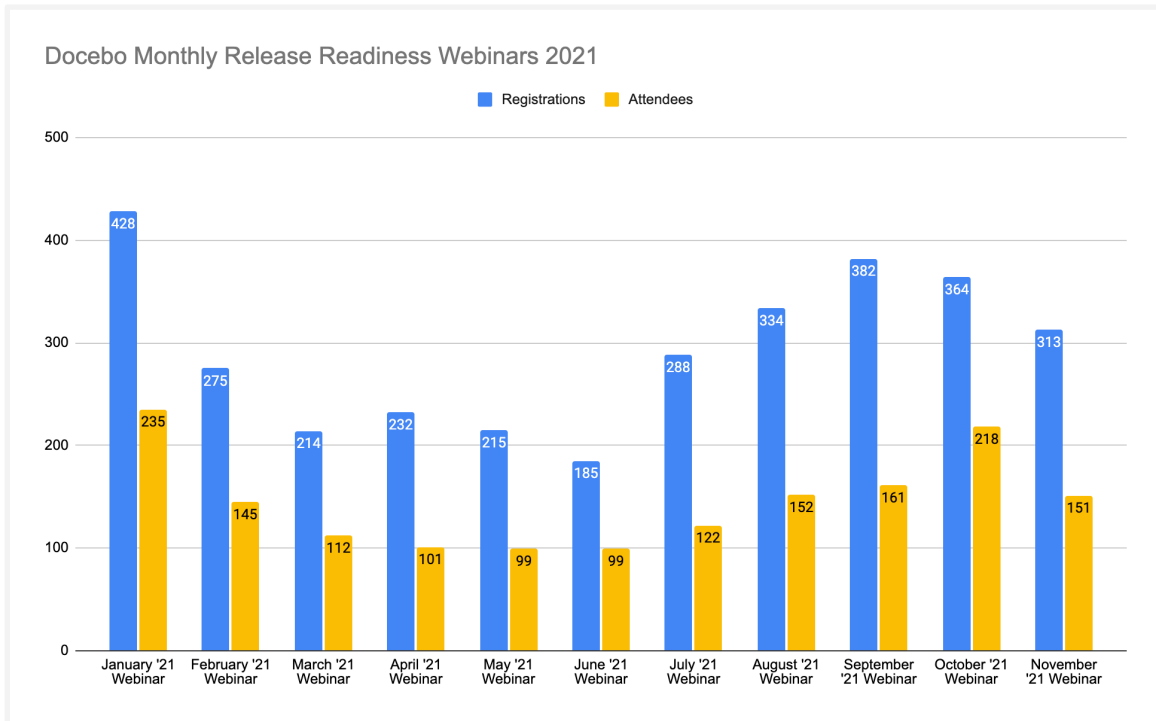
Increase product adoption

Docebo celebrated 43% growth in monthly active users per installation among its customers in 2021. The monthly release readiness training has helped drive greater awareness of new functionality, held admins accountable for adopting new features in their platform, and helped Docebo customers expand and improve their learning strategies.

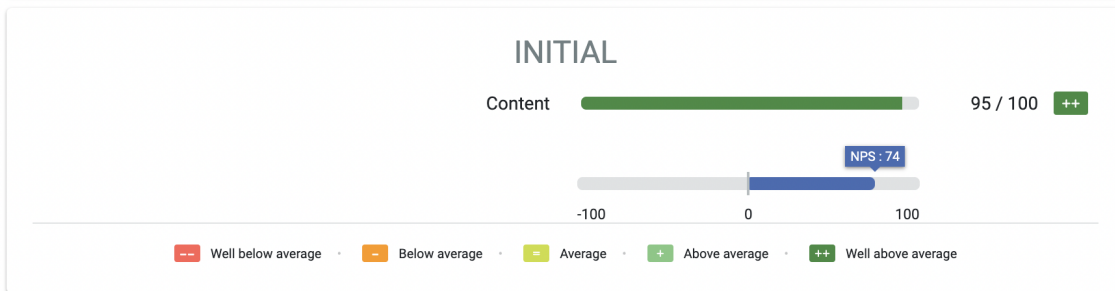
Improve customer satisfaction and sentiment for monthly release enablement

Docebo celebrated a positive NPS for eight out of 12 months in 2021. Additionally, the following metrics prove the benefits that this program has had on improving customer satisfaction and sentiment.

- 50% attendance of monthly release webinars, average of 145 attendees per webinar
- 55 NPS for monthly release webinars
- 95/100 content usefulness score for monthly release course
- 74 NPS for monthly release course



Response Rate 14% Initial	Involved people 138 Trainee(s)	Involved Sessions 12 Session(s)
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The following metrics prove the success of Docebo’s systems and content to drive customer awareness of and engagement with monthly release enablement content:

- Product-updates pages in Docebo Community are the second most-viewed pages/content in the community after /ideas
- >20% of Docebo customer accounts active in Docebo Community in 2021
- >40% of Docebo customer accounts active in Docebo University in 2021
- 285,000 article views in Docebo Help per quarter in 2021
- 2.1 self-service score in Docebo Community in 2021

- Self-service score = number of unique individuals who view help content in the community vs. the number of unique individuals who submit support tickets to Docebo's support team.
- This means that for every individual who submits a ticket to support, more than two individuals view help content in Docebo Community.
- Self-service score is one of the primary KPIs that Docebo uses to measure the success of Docebo Community

Overall

Docebo's commitment to continuous innovation has not and will not stop at just its product. The organization seeks to innovate the way they enable, support, and educate their customers every day. This release readiness customer training program taught Docebo that listening to customers, acting on their feedback, and tailoring their systems and content directly to those needs can go a long way in helping their customers achieve success.

Docebo will continue listening to their customers to inform how they build their products, as well as inform how they enable customers on those products. The pillars of this focus on the voice of the customer continue to be Docebo's ideas portal, Customer Advisory Boards, NPS and CSAT surveys at every stage of the customer journey, and a customer advocacy program that focuses on building and engaging raving fans.

Through programs like Docebo's Customer Advisory Board, Business Reviews, and Docebo Community, Docebo will also continue on the foundation set with their L&D-focused approach to release readiness, ensuring customers are informed of new features added to their platform and are aware of which of their ideas are being actively developed.

Docebo plans to continue offering each type of content that currently makes up this program. However, they are continuously monitoring the performance of each content type and considering which are the most effective for enabling their customers. Docebo is also focusing on improving internal processes for enabling their employees and partners on monthly releases by leveraging much of the content that is used to enable customers.

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