



## About the Company

Docebo is a cloud-based platform built to help organizations deliver scalable, personalized learning and drive productivity, engagement, and growth.

## Results

### Increased trust

ACROSS ENTIRE  
BUYING JOURNEY

### Time saved

AND RE-ALLOCATED TO  
RELATIONSHIP BUILDING AND  
PRODUCT STRATEGY

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# Docebo develops a dynamic storytelling engine with Testimonial Hero



"The process with Testimonial Hero has been seamless. From initial planning to the final cut, the team handles everything, and that has been such a **burden lifted off of me.**"



### Madeline Coke

Customer Advocacy Specialist at  
Docebo

## Overview

Leading learning platform Docebo has steadily expanded their customer base, but that scale meant they couldn't rely solely on internal resources to create testimonial videos and case studies anymore. They partnered with Testimonial Hero to help develop these essential assets, freeing the team to focus on strategy and customer relationship management.

## Challenge

- Slow, resource-intensive testimonial creation process
- Internal resource constraints limited production capabilities
- Inconsistent production quality across assets

## Why Testimonial Hero

- Scalable production met growing global needs
- Seamless, efficient experience for customers
- Comprehensive tools and services delivered consistent, top-quality content

## Results

- Polished, authentic customer stories at scale
- Increased trust and credibility across all stages of the buyer journey
- Internal teams can reallocate time to relationship building and product strategy

## Summary

After partnering with Testimonial Hero, Docebo overcame the logistical and production challenges of creating high-quality video testimonials and case studies. By leveraging Testimonial Hero's expertise, Docebo has elevated their content and can now tell more customer stories in a way that better reflects their business.

