



Customer education hacks

Turn microlearning into your competitive edge

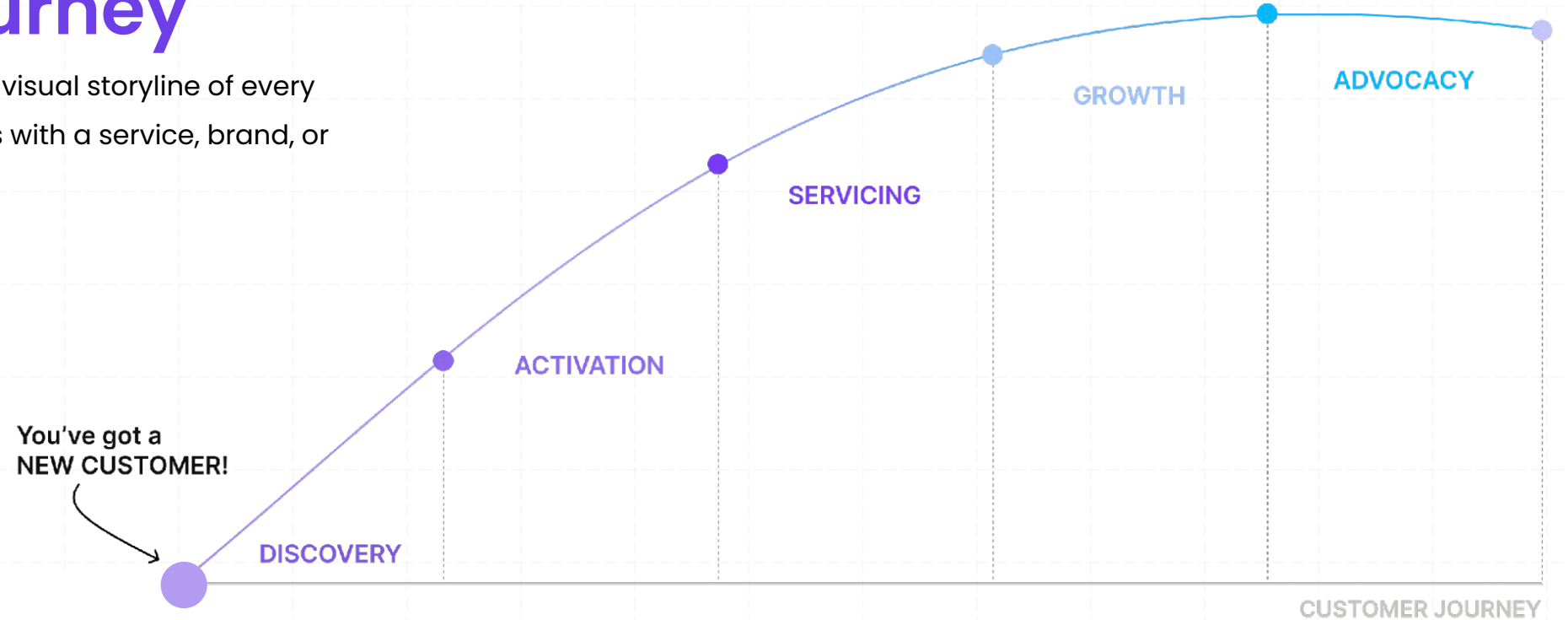
MicrolearningCONF Europe | May 15th

Speaker: Roxana Talef



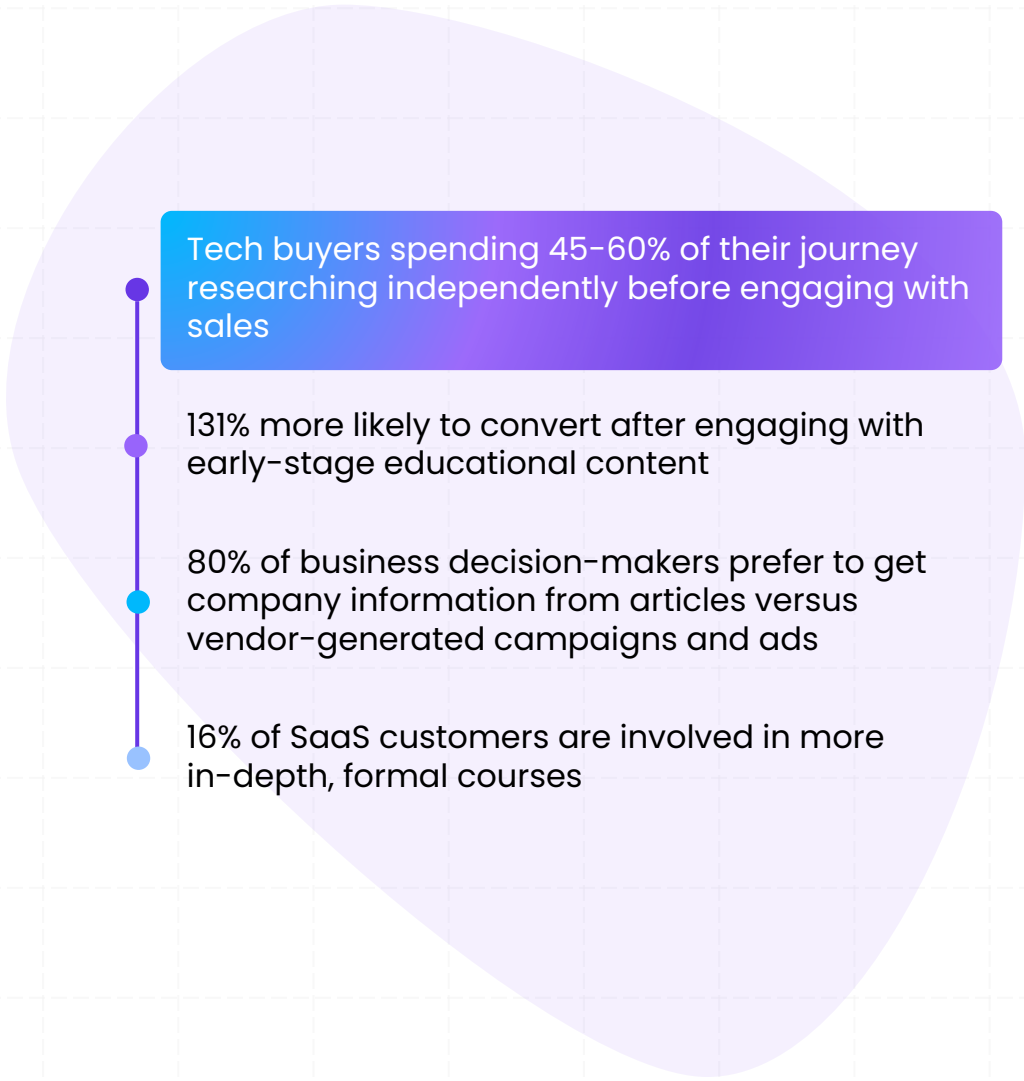
Customer journey & buyer journey

A customer journey map is a visual storyline of every engagement a customer has with a service, brand, or product post-purchase.



Your **buyer** knows better.

When a prospect can validate a critical product feature in 90 seconds rather than scheduling a demo, you're not just saving their time—you're accelerating your sales cycle.



Tech buyers spending 45-60% of their journey researching independently before engaging with sales

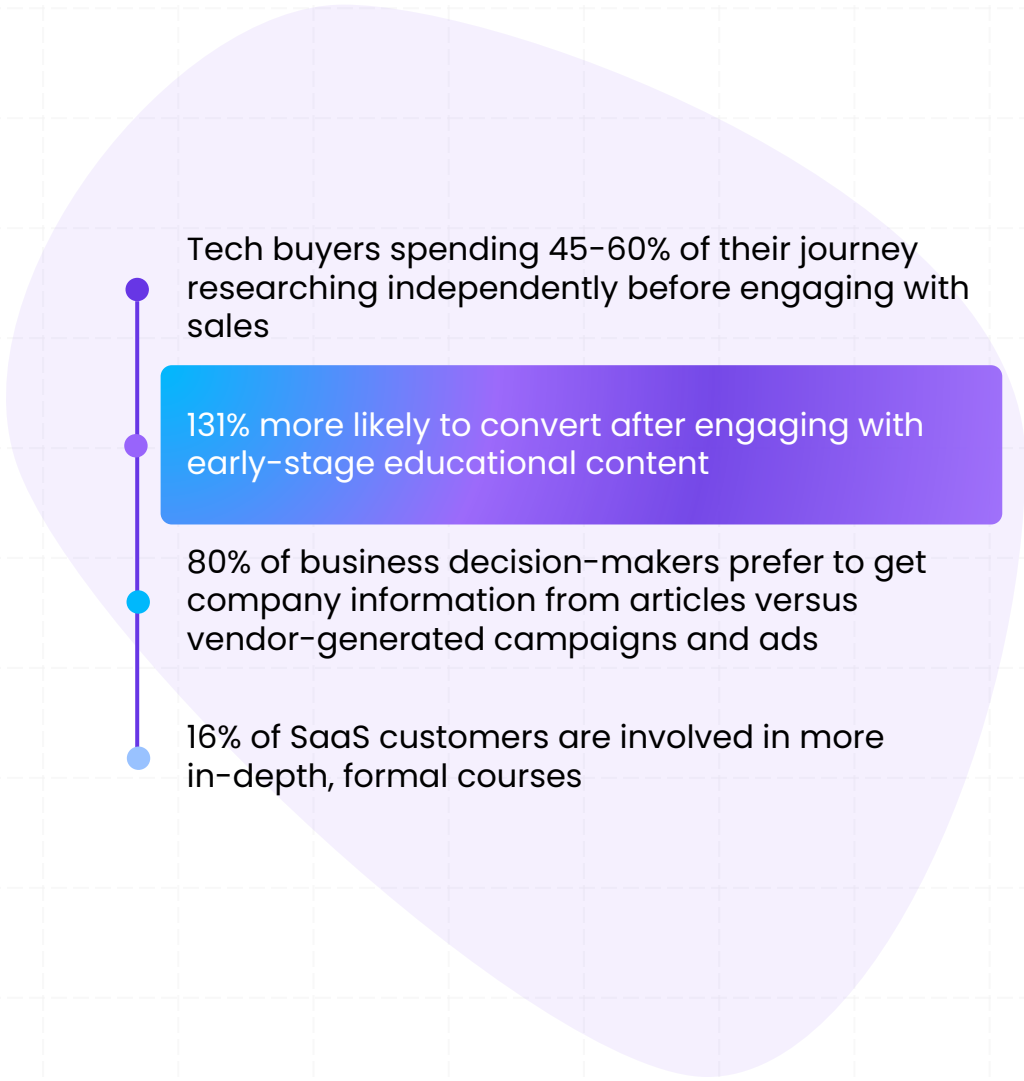
131% more likely to convert after engaging with early-stage educational content

80% of business decision-makers prefer to get company information from articles versus vendor-generated campaigns and ads

16% of SaaS customers are involved in more in-depth, formal courses

Your **buyer** knows better.

When a prospect can validate a critical product feature in 90 seconds rather than scheduling a demo, you're not just saving their time—you're accelerating your sales cycle.



Tech buyers spending 45–60% of their journey researching independently before engaging with sales

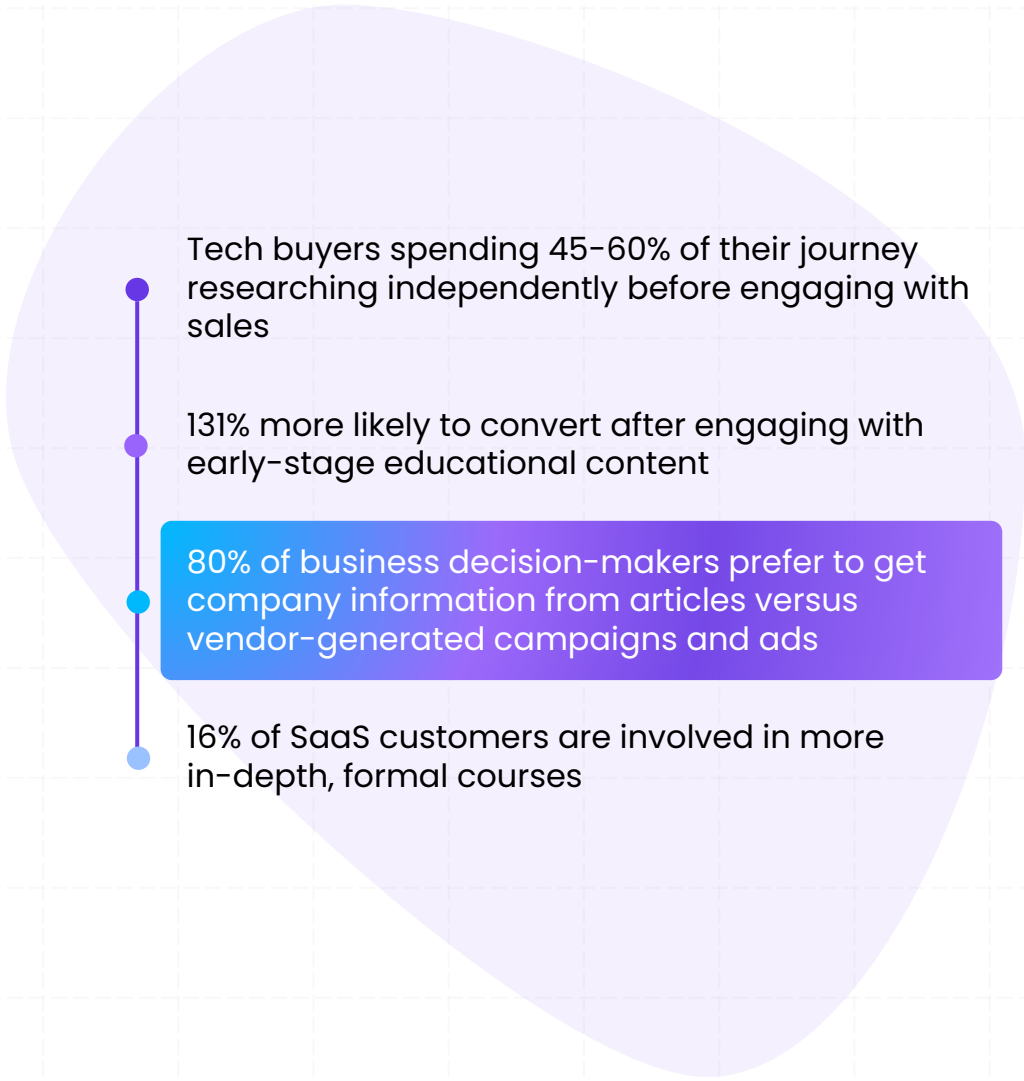
131% more likely to convert after engaging with early-stage educational content

80% of business decision-makers prefer to get company information from articles versus vendor-generated campaigns and ads

16% of SaaS customers are involved in more in-depth, formal courses

Your **buyer** knows better.

When a prospect can validate a critical product feature in 90 seconds rather than scheduling a demo, you're not just saving their time—you're accelerating your sales cycle.



Tech buyers spending 45–60% of their journey researching independently before engaging with sales


131% more likely to convert after engaging with early-stage educational content

80% of business decision-makers prefer to get company information from articles versus vendor-generated campaigns and ads

16% of SaaS customers are involved in more in-depth, formal courses

Your **buyer** knows better.

When a prospect can validate a critical product feature in 90 seconds rather than scheduling a demo, you're not just saving their time—you're accelerating your sales cycle.



Tech buyers spending 45–60% of their journey researching independently before engaging with sales

131% more likely to convert after engaging with early-stage educational content

80% of business decision-makers prefer to get company information from articles versus vendor-generated campaigns and ads

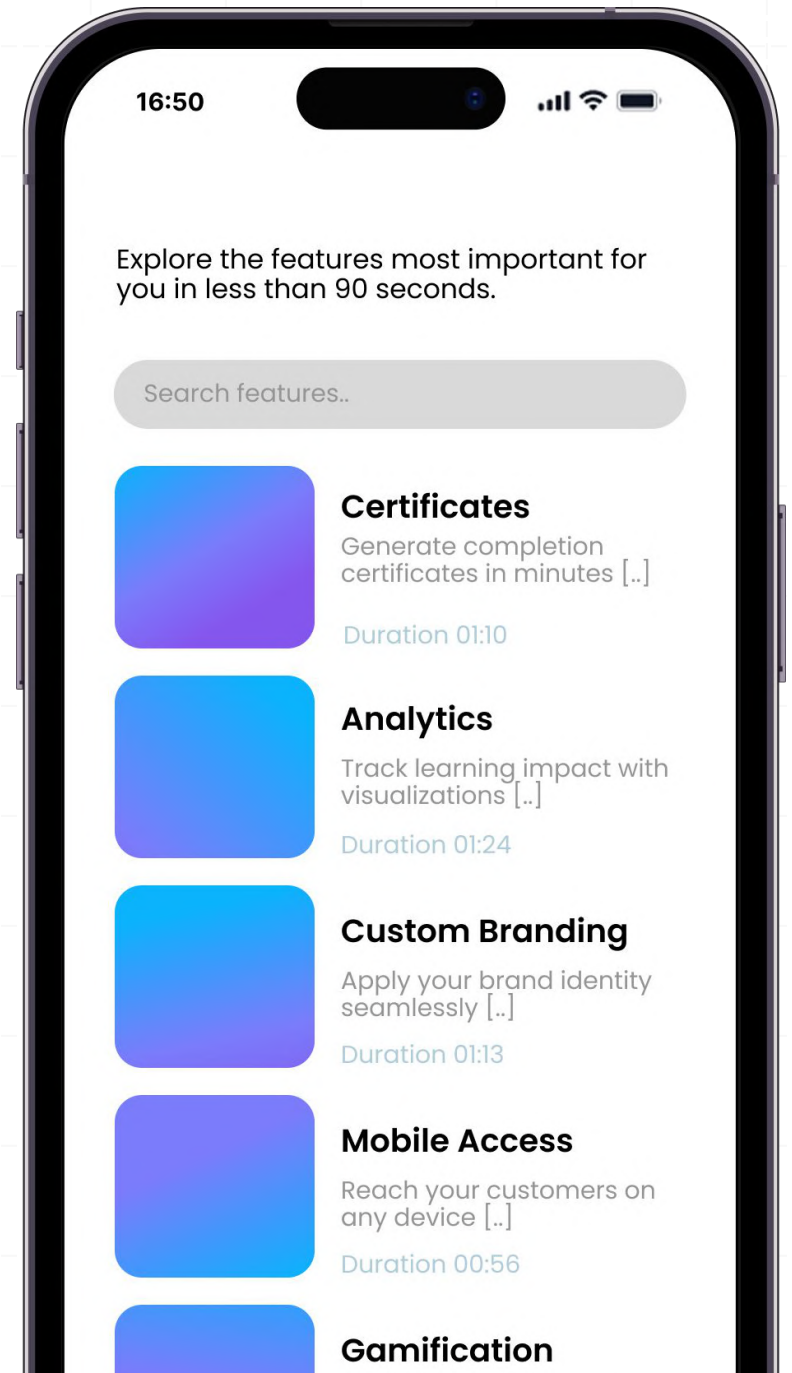
16% of SaaS customers are involved in more in-depth, formal courses

Use case #1:

Feature Validation

Concept: 90-second modules that each focus on validating a single critical product feature that buyers commonly need to verify before moving forward.

- List the features most frequently inquired by prospects.
- Create a library of microlearning modules titled with the feature, and accessible via QR codes on marketing materials or through a "Feature Explorer" section on your website.
- For each module, include: a brief video demonstration of the feature, an interactive element where the prospect can try the functionality in a simulated environment, a real customer testimonial specifically about that feature.
- Use clear call-to-action at the end of each module: "Ready to explore more? Try [another feature] or [schedule a personalized demo]".

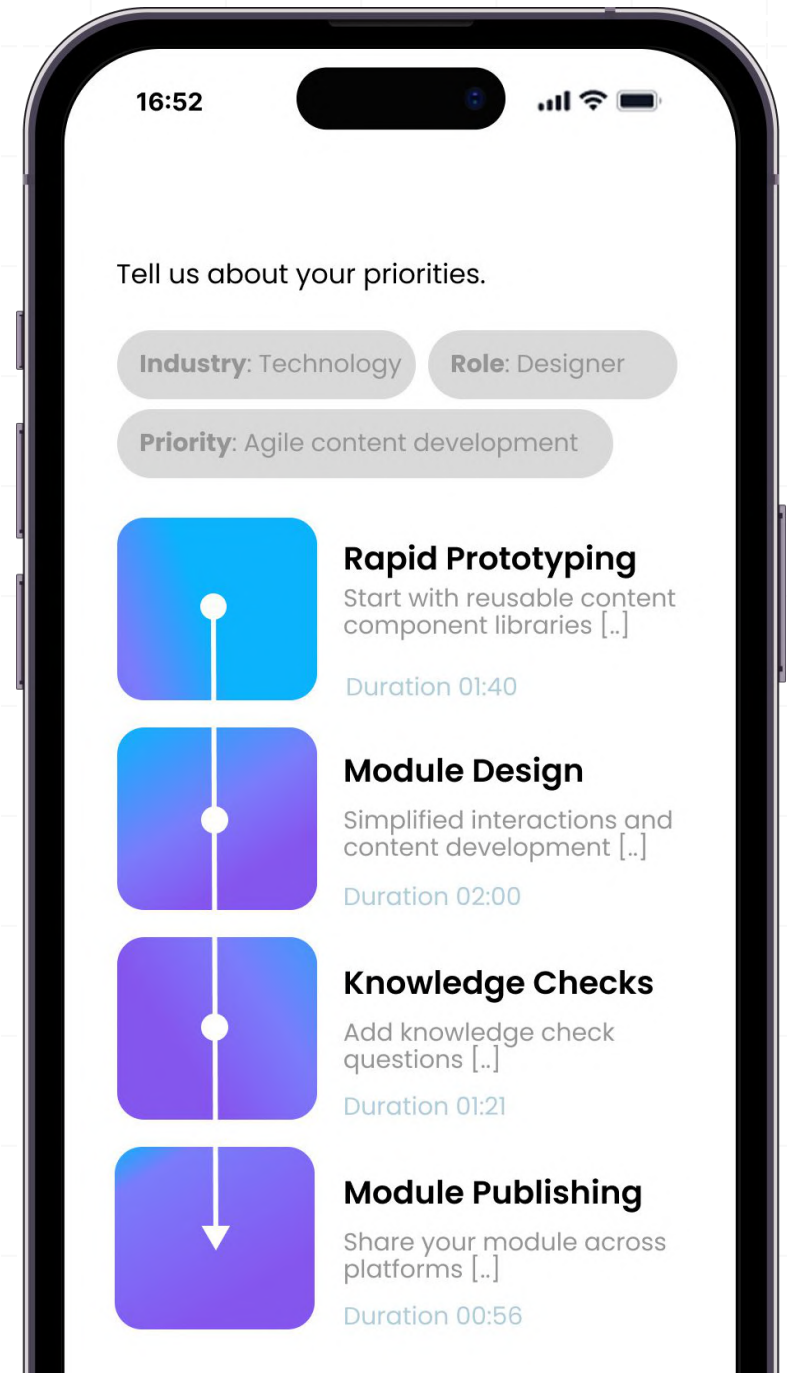


Use case #2:

Buyer Persona Value Path

Concept: Adaptive microlearning journey that dynamically adjusts content based on prospect role, industry, and indicated priorities.

- Add filters by industry, role, challenges, and priorities.
- Create a customized sequence of microlearning modules addressing their specific value drivers. Modules progressively reveal how your solution addresses their specific business outcomes.
- Conclude with a personalized value summary they can share with decision-makers.
- Use clear call-to-action at the end of each module: "Want to see what our customers say? Try [customer testimonial] or [schedule a personalized demo]".

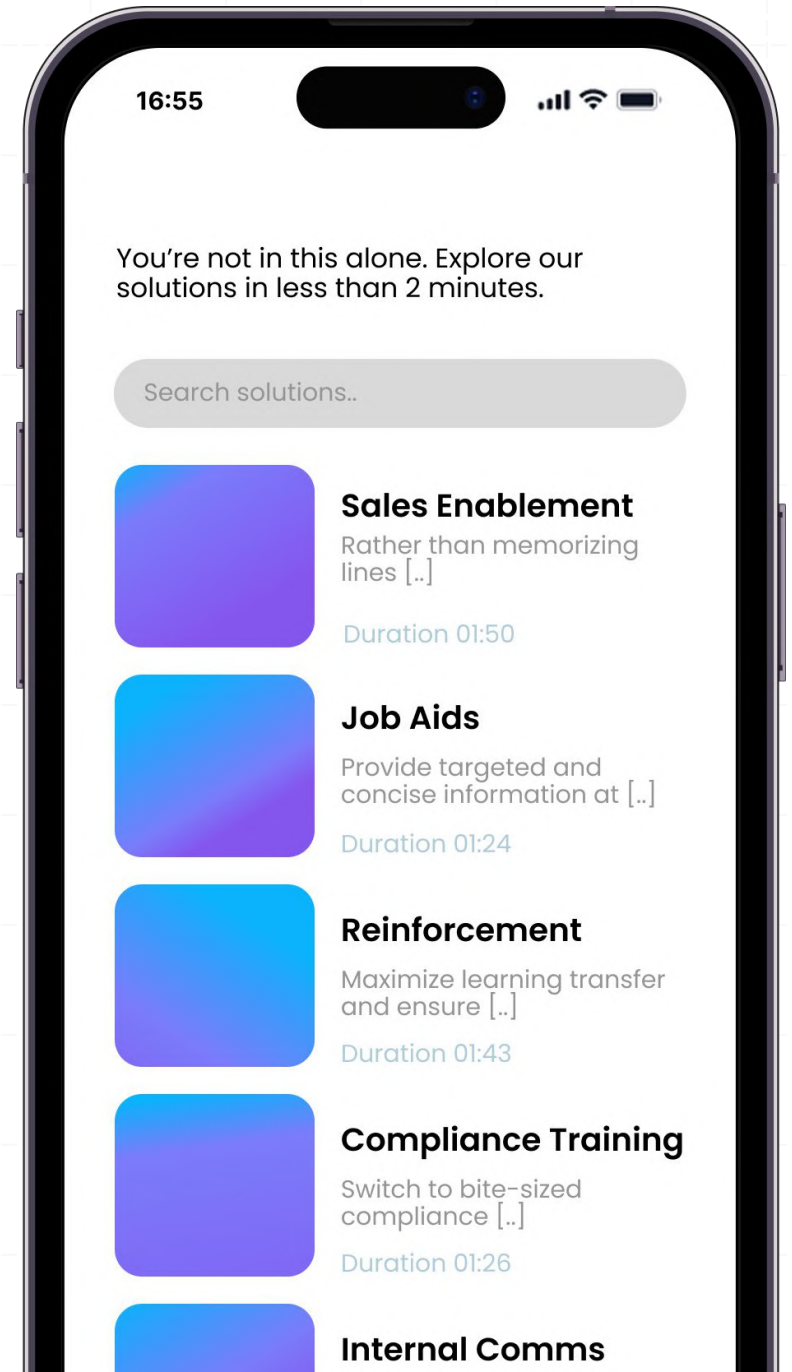


Use case #3:

Industry Challenge

Concept: Series of microlearning scenarios showing how your product solves specific industry pain points.

- Develop scenario-based microlearning addressing industry challenges in a "Problem → Solution → Result" structure.
- Sequence content recommendations based on prospect behavior and revealed interests.
- Use clear call-to-action at the end of each module: "Ready to explore more? Try [another challenge] or [ask us]".
- Don't forget to share the analytics with your sales team – so they may reach out to a prospective buyer with targeted messaging.



What **matters** the most?

Learning starts before **acquisition**. And combining lead generation efforts with education will help you supercharge it.

Metrics to consider:

● **Educational content to trial conversion rate**

● **Multi-touch training attribution**

● **Time to first value achievement**

● **Time in training before conversion**

Your turn.



[Read more](#)

Microlearning for Progressive Discovery

www.customer-academy.com