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How to increase net retention and lower support costs with customer education

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Absorb LMS

I'm currently...



Learning how to roller blade



Practicing mindfulness



Mastering cake baking



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**What's something
you're learning
right now?**

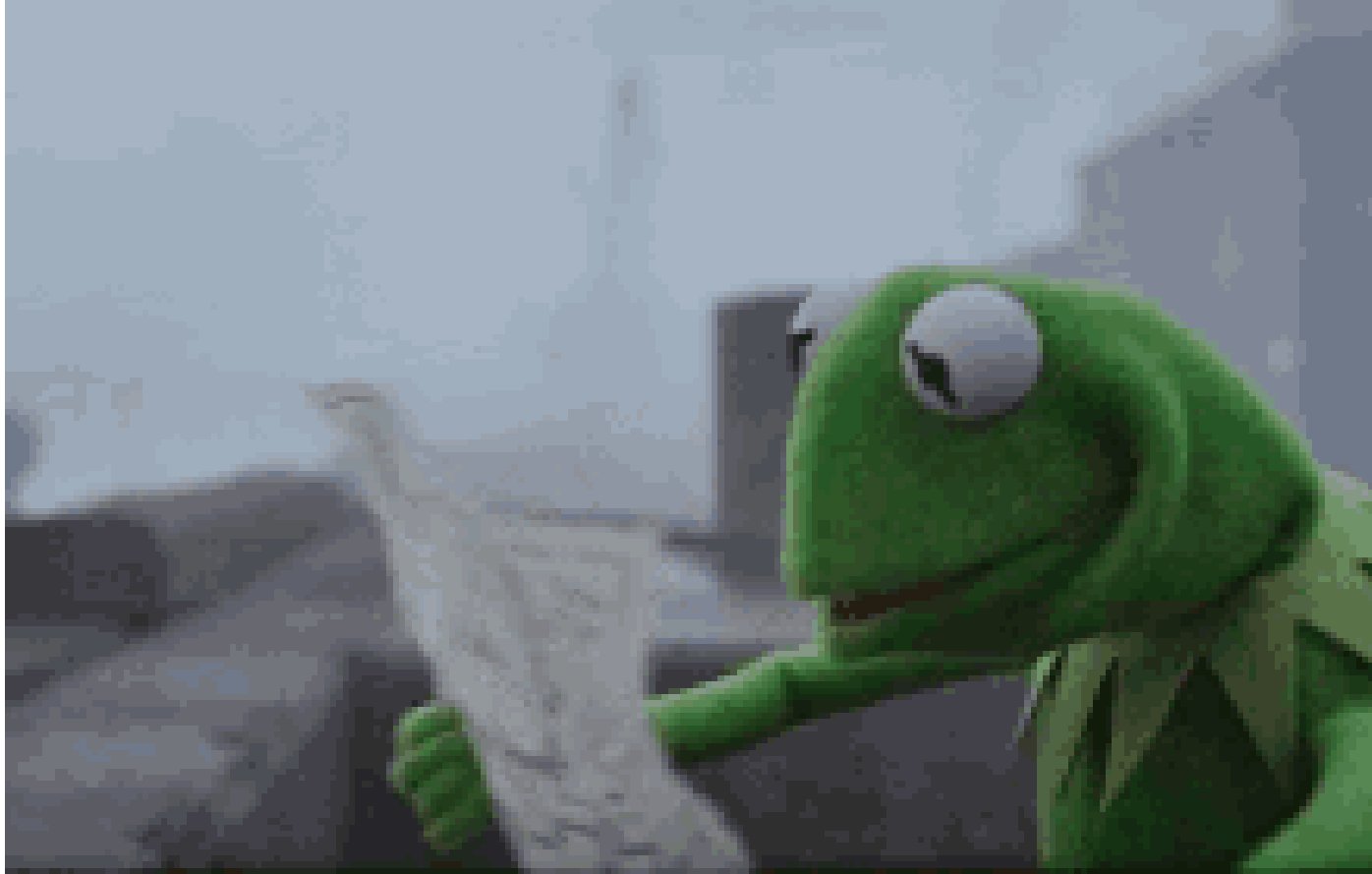


Participation and questions

- Jump in and participate – **don't be shy**

- **Raise your hand anytime** to share your insights or experiences
- Hold general questions until our Q&A at the end
- Sit back, relax, and **get those brain gears turning**

Are your customers feeling lost?

Customer education helps your customers find their way



Why customer education matters

Trained customer = loyal customer = brand ambassador

- **Empower customers:** Self-help boosts satisfaction and usage
- **Industry shift:** CE is now a high priority
- **Impact:** Increases in adoption, satisfaction, lifetime value, revenue growth, and cost reductions

96%

Recouped their CE investment*

86%

see positive returns from their CE strategy*

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Absorb's success story

Supporting customers through self-serve education



Context

- Global provider since 2003
- AI-powered learning solution
- 2,600+ customers across industries



Challenge

- Needed a self-serve education program
- Easy access and diverse content
- Trackable usage



Solution

- Built a multifaceted academy in LMS
- Self-serve course for effective solution use

Absorb's CE transformation: Preparation

Stage 1

Learning & development

- Started with small projects
- Helped employees reach clients



Stage 2

Transition to CE

- Focused on urgent problems
- Reduced support tickets



Stage 3

Zendesk categorization

- Sorted tickets by type
- Identified top 10 recurring issues



Takeaways

- Get granular – let your data tell the story
- Focus on your most pressing problem as a starting point
- Ensure clients are aware of your presence

Absorb's CE transformation: Execution

Stage 4

Strategy & planning

- Implemented 2-week sprint cycles
- Identified and filled content gaps



Stage 5

Content development

- Created targeted micro-courses
- Worked with product SMEs



Stage 6

Measurement & results

- 15% reduction in ticket volume
- Increased engagement from CS team



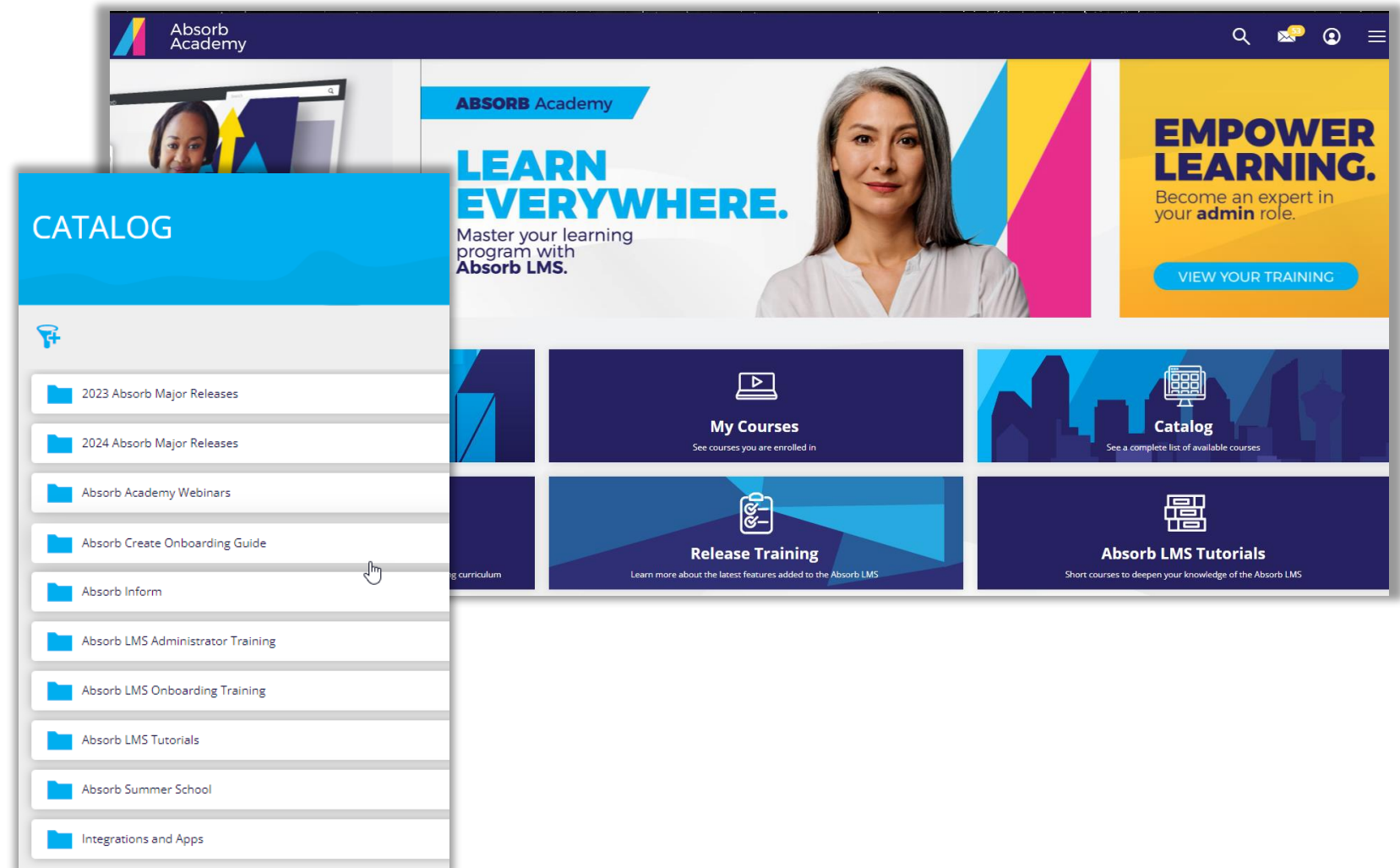
Takeaways

- Be specific – identify the knowledge gaps
- Cross-department collaboration is key
- Engage externally and internally for maximum impact

How we organized our Academy

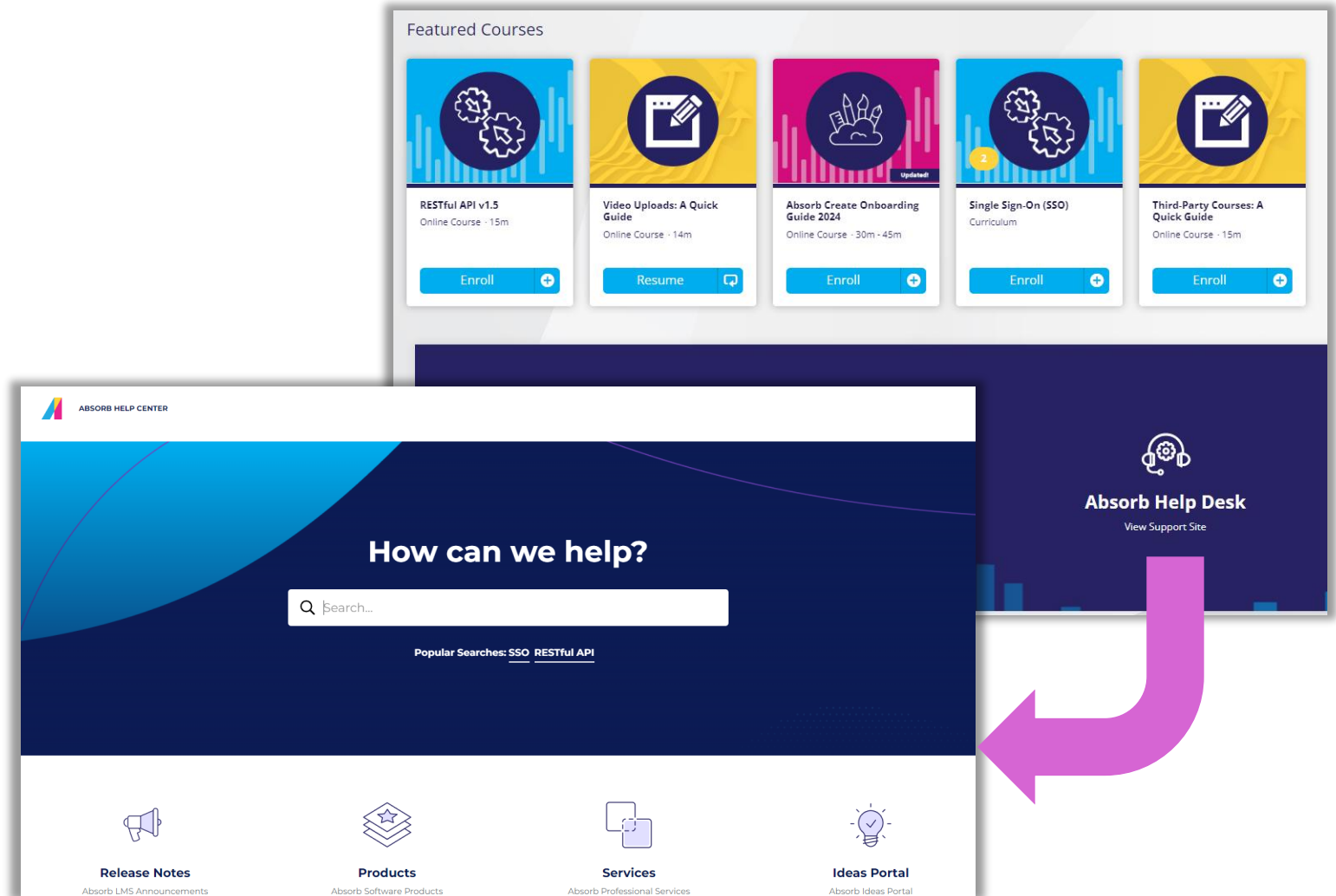
Streamlined educational content

- **Used clear, concise titles** that tell users exactly what they'll find
- Focused on **relevant content** that matters most to your audience
- **Engaged learners** with visuals and keep them informed with regular update



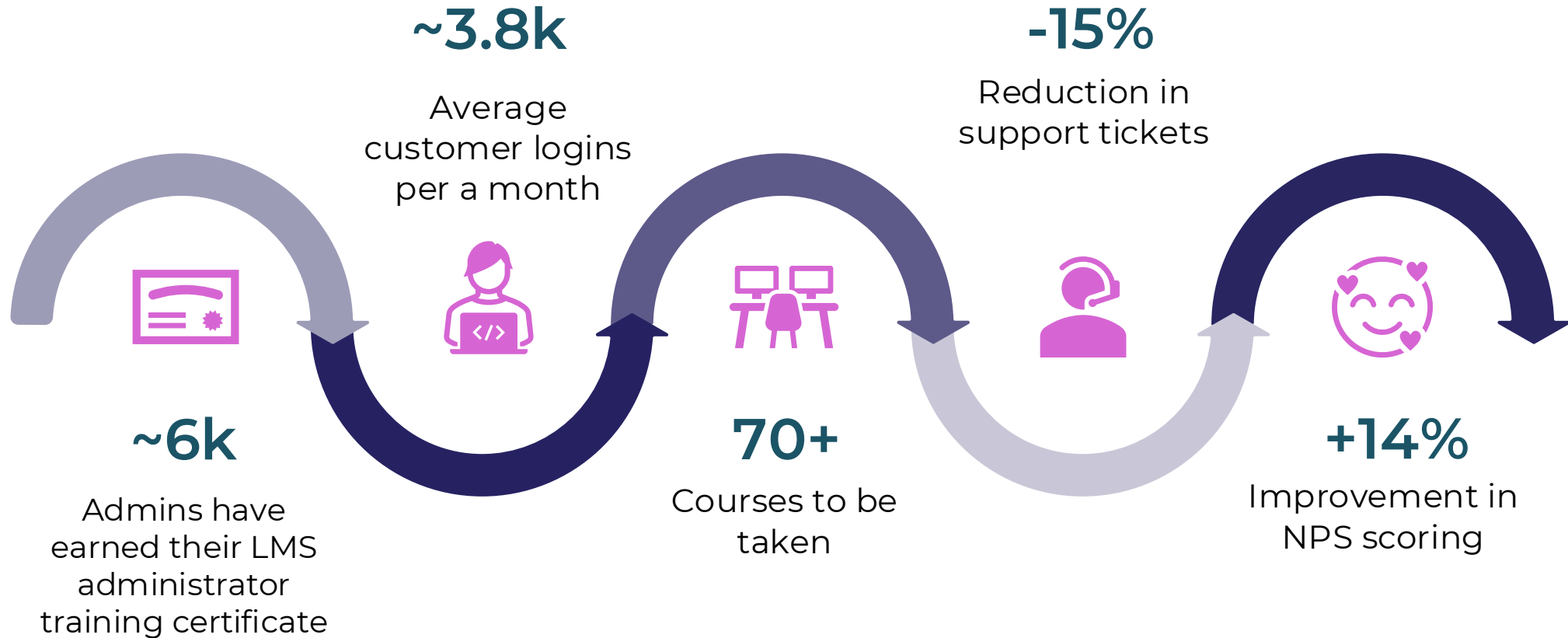
Optimized self-help resources

- **Highlighted new content** in a 'Featured' or 'New' section to drive engagement
- Ensured **self-help resources** like your Help Center or Knowledge Base are easy to access directly from the platform



Results

Ways we measured our CE impact



Practical strategies for success

Practical strategies for success

1. Solve key issues

- Identify the main problem (churn, sentiment, support).
- Focus your efforts there.

2. Tailor content

- Focus on specific problems.
- Customize for better results.

3. Make improvements count

- Fix one thing (e.g., documentation) to help other areas (e.g., reduce support needs).

4. Prove results

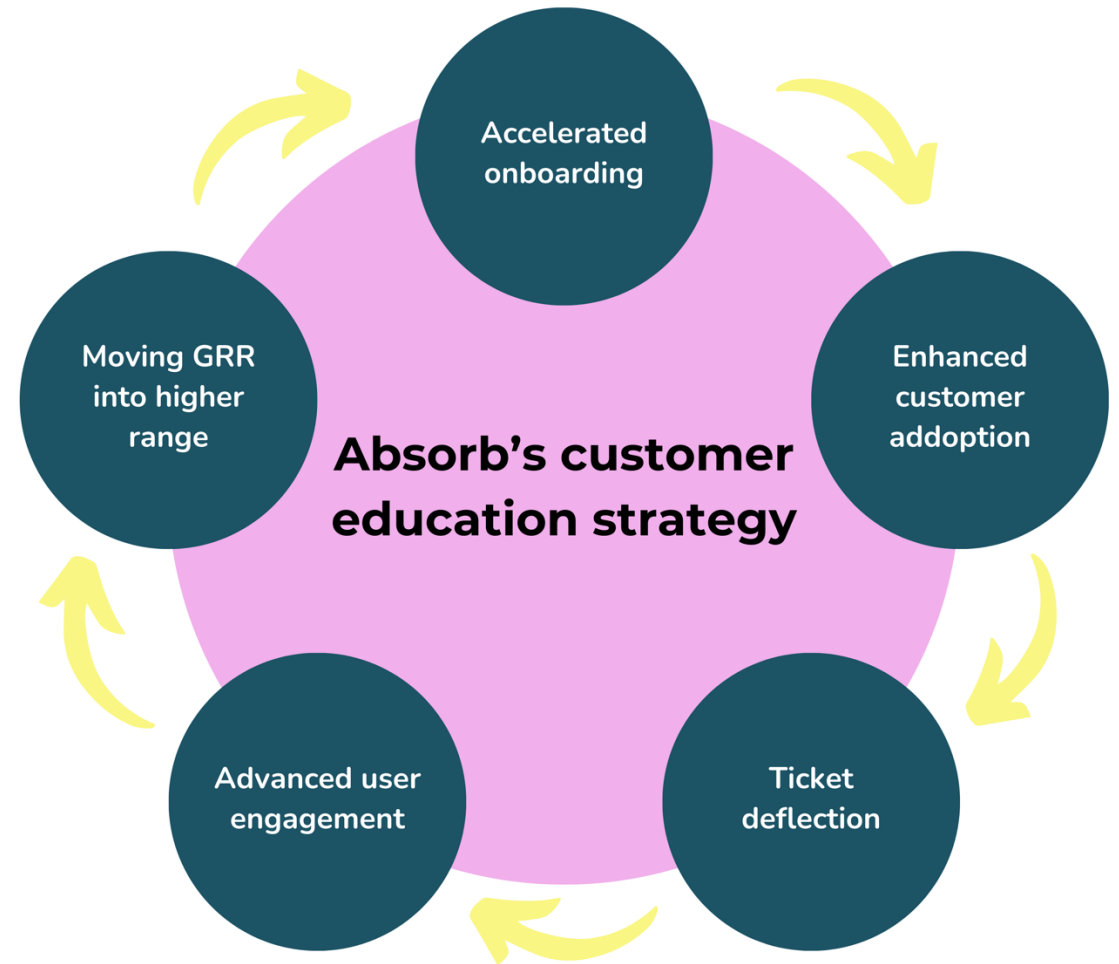
- Track what matters: NPS, retention, usage.
- Show impact to secure funding.

5. Work together

- Team up with CS Ops, Product, Support.
- Measure things like fewer support tickets.

Focus areas for your CE strategy

- Choose one and it will impact the others
- CE is most impactful when initiatives are designed around one key goal, rather than multiple
- These focused projects will have a knock-on effect on other key areas



**Which of these
strategies seems the
most doable ASAP?**



Measuring Success

Measure your success



Activities

- Track participation and engagement
 - Course completions
 - Certifications earned
 - Knowledge Base views
 - Active users
 - Returning users



Results

- Measure the long-term impact
 - NPS scores
 - Customer growth
 - Retention rates
 - Feature adoption
 - Cost per client



Collaboration

- Data from all teams matters
 - CS operations
 - Product
 - Support
 - Marketing

Recap

- **Align with business goals:**
 - Customer education enhances retention and drives growth
- **Implement practical strategies:**
 - Increase product usage and reduce support tickets with targeted education
- **Measure your success:**
 - Use key metrics and collaboration to assess the impact of your programs

Apply what you've learned!

Small group workshop



Small group workshop

- **Step 1: Understand your business**
 - Customer education enhances retention and drives growth.
- **Step 2: Determine the problem you are trying to solve**
 - How is your team going to implement an education program to reach your business goal.
- **Step 3: Your goal as a team**
 - Develop a customer education strategy using the worksheet provided to help your business achieve your team's goal.
- **Step 4: Share**
 - Share your team's key challenges, high level strategy, and what you learned with others!

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**What questions
do you have?**

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Connect with me
on LinkedIn!