Absorbie 2025 finalist

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Customer story

Industry

Tech services (healthcare)

Use case

Customer education

Solution

Absorb LMS

Challenge

- Growing, multilingual customer base.
- Limited onboarding scale and customization.
- Heavy administrative support burden.

Solution

- Flexible, scalable onboarding platform built on Absorb LMS.
- Tailored mix of online and offline courses and content types.
- Orientation tools and walkthroughs.

Results

- Onboarded 6,000 customers in the first 18 months.
- Move from resource-intensive on-site training to digital formats.
- Significant reduction in service desk calls.
- Accelerated onboarding and improved customer retention.

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Summary

For Swiss medical practice support cooperative Ärztekasse, freeing doctors and therapists from the burden of administration is its reason for being. But when delivering multilingual onboarding training to its growing customer base became too much of a workload strain on its support team, the organization developed the Customer Academy — a scalable, flexible training platform built on Absorb. Since then, Ärztekasse has accelerated onboarding, reduced service desk demands, and helped healthcare providers focus on what matters most.

Ärztkasse delivers **scalable, personalized** training for medical and therapeutic practices onboarding with Absorb

Ärztekasse Genossenschaft is a cooperative organization that relieves the administrative burden for independent medical and therapy practices across Switzerland.

Founded in 1964 by Swiss doctors, the cooperative now supports more than 23,000 healthcare providers, delivering non-medical services for modern practice administration, including professional service billing to help them focus on patient care.

Headquartered in Urdorf, Ärztekasse has become a market leader in practice administration, offering tailored software solutions and services for both clients and members. As a cooperative (Genossenschaft), it is entirely member-owned and reinvests its profits into developing new products that serve this community.

"The majority of practices rely on our services,which we provide because it not only supports billing but also offers full practice management capabilities," says Melanie de la Rosa, Team Lead, Digital Training and Content at Ärztekasse. She says that a growing number of new clients prompted her team to revisit the organization's onboarding practices.

Meeting the needs of a growing, multilingual community

Faced with a rapidly growing customer base and a requirement for onboarding services in three of Switzerland's national languages — German, French, and Italian — the organization needed a scalable learning solution to reduce strain on its support team.

The organization's existing onboarding process lacked the scale and personalization capabilities necessary to support its customers' diverse training needs and preferences. At the same time, support teams had to respond to numerous repetitive inquiries.

"Due to the rapid increase in customer volume, our initial focus was on meeting the immediate needs of new clients," de la Rosa says. Her team sought a way to make it easier for customers to navigate training resources, speeding up adoption of their web-based practice management software.

The Ärztekasse team developed the Ärztekasse Academy, a flexible, scalable onboarding platform built on Absorb LMS. Adds de la Rosa: "The platform is designed to reduce initial barriers, build customer confidence, and enable long-term engagement through easy access to relevant training, while significantly reducing the burden on our support team."

Ärztekasse Academy: Scalable, multi-format, learner-centric training

Ärztekasse launched its Customer Academy over multiple phases using Absorb LMS in a bid to deliver more **personalized and scalable training**.

In the first phase, the organization delivered content across a variety of learning formats to meet the individual needs and learning preferences of its customers. Training content was made available both online and offline, where customers can book on-site training in groups or one-on-one sessions.

"Instead of relying on a single onboarding strategy, we provided customers with a **tailored mix of video, text, live, and self-paced options**. Our "Learning Snippets" offered just-in-time support, while deeper learning was possible through live or video-based training," de la Rosa explains. "We also offered self-paced study through recorded webinars, which later evolved into **structured video-based courses** within Absorb."

In the initiative's second phase, the team refined its program, leveraging new insights into customer behavior and preferences, service desk information, qualitative customer interviews, and its customer journey mapping.

Platform usage statistics supported the team's experiences, helping Ärztekasse identify improvement opportunities.

"Through customer journey mapping and qualitative user interviews, we were able to identify key preferences and needs that directly informed the restructuring and redesign of the Academy," de la Rosa continues. "As a result, and in response to customer preferences, we reorganized the content based on preferred learning formats – such as **live webinars, one-on-one sessions, or video-based training**."

Finally, in the third phase, Ärztekasse reorganized and redesigned the Academy's navigation to make different learning formats more visible and accessible. At this stage, it also introduced a set of orientation tools to help customers find the training best suited to their learning style: a **self-assessment to identify learning preferences, and walkthrough videos**. According to de la Rosa, thanks to these improvements, the Academy now better reflects real customer needs.

"The updated interface, combined with new orientation elements like a self-assessment, the navigation how-to navigate videos, and the course topics overview video, significantly improved navigation and the overall user experience, especially for first-time users."

She says the combination of **format diversity and continuous, user-centric optimization** was key to the program's success.

Accelerating onboarding while reducing support and growing autonomy

Since launching the Customer Academy in early 2024, Ärztekasse has seen steadily increasing growth in its onboarding platform's use.

Within its first 18 months, the Academy **onboarded nearly 6,000 learners**, with 78% actively engaging with course content by starting at least one course. De la Rosa says her team estimates 80% of new customers register with the Academy shortly after onboarding.

The program has created a significant **shift from resource-intensive, on-site sessions to more flexible, digital learning formats**, particularly video-based training and webinars.

Learners have gravitated towards the Academy's various orientation tools, which de la Rosa says are among the most frequently viewed resources, helping customers operate independently. "This highlights their importance in helping users get started effectively."

She adds that since phase three, the organization's service desk has reported a notable decline in inquiries related to Academy usage, login, and navigation. The Academy has **accelerated onboarding and supported scalable customer education** — all without increasing operational overhead.

"The Academy allowed us to efficiently onboard a growing customer base without scaling our support resources," de la Rosa says, "Absorb provides us with a solid foundation that we adapt flexibly to our specific needs."

"By offering structured, high-quality self-study options and helping users find the right path from the beginning, we were able to reduce onboarding time and support load."

Notably, the consistent education delivered through the Academy has **strengthened customer retention** and further solidified Ärztekasse's reputation as a **service-oriented, user-friendly provider**.