

REASONS WHY TOP 10 CUSTOMER TRAINING MATTERS GO TO THE NEXT LEVEL!

1 BETTER CUSTOMER ONBOARDING IN THE ALL-IMPORTANT FIRST WEEKS & MONTHS

53% of organizations say that customer training increases awareness of their products and services.¹



6 HIGHER SPEND PER CUSTOMER

131% Customer education makes customers 131% more likely to buy from a brand.⁶



2 CUSTOMER ATTRACTION, RETENTION & LOYALTY THROUGHOUT THE CUSTOMER LIFECYCLE

31% of organizations say that extended enterprise training helps them maximize customer retention.²



7 REDUCTION OF SUPPORT TIME AND COSTS

Customer training can reduce project implementation time by up to **66%** and costs by over **50%**⁷



3 IMPROVED CUSTOMER SATISFACTION WITH HIGH-QUALITY TRAINING

63% of organizations delivering extended enterprise training, including customer training, use surveys to measure their impact.³



8 A MORE POSITIVE IMPRESSION OF YOUR ORGANIZATION AND BRAND

49% of organizations say that their customer training improves customer relations.⁸



4 BETTER-INFORMED CUSTOMERS MAKE THE MOST OF YOUR PRODUCT OR SERVICE

of trained customers

68% use products more often.⁴



56% use more product features.⁴



87% use products more independently.⁴



9 BUILDING A NETWORK OF "BRAND AMBASSADORS"

32% of organizations believe that their customer education program helps their customers become brand champions.⁹



5 INCREASING THE ROI OF YOUR ORGANIZATION'S TRAINING TEAM

46%

of organizations charge customers for training at least some of the time.⁵

23%

say that their customer education program helps increase revenue.⁵



10 INCREASED WORD-OF-MOUTH MARKETING

66% Immediately after consuming customer education content, 66% of customers have positive feelings towards the brand.¹⁰



Training Orchestra's Training Management System supports customer education programs with advanced, user-friendly training scheduling and operations management for Instructor-Led and Virtual Instructor-Led Training (ILT/vILT).

Ready to discover how you can better manage your customer education program? Download our full e-book: The Ultimate Guide to Managing Customer Training as a Business today to find out how we can help.



1. Extended Enterprise 2020, Brandon Hall Group; 2. Extended Enterprise 2020, Brandon Hall Group; 3. Extended Enterprise 2017, Brandon Hall Group; 4. <https://www.tsia.com/blog/3-ways-education-services-can-advance-the-customer-journey>; 5. Extended Enterprise 2020, Brandon Hall Group; 6. <https://www.conductor.com/blog/2017/07/winning-customers-educational-content>; 7. <https://www.tsia.com/blog/3-ways-education-services-can-advance-the-customer-journey>; 8. Extended Enterprise 2020, Brandon Hall Group; 9. <https://info.thoughtindustries.com/2021-state-of-customer-education-report>; 10. <https://www.conductor.com/blog/2017/07/winning-customers-educational-content>