



# CASE STUDY



Leading Skill Assessment Platform **Reduced Support Tickets by 15%** with Internal Education Initiative

Company:  
World's Largest Skill Assessment  
Software Company - iMocha

Country: USA



Industry: Computer Software

## About Client

iMocha (formerly Interview Mocha) is the world's largest skills assessment solution API platform that helps organizations build winning teams.

The platform empowers organizations to thoroughly assess employees as well as candidates, essential to identify and benchmark their skills proficiency according to industry/company standards. iMocha's product, platform, and custom services are fit for IT services companies (as well as Financial Services, Engineering, Insurance and Healthcare sectors) that have assessments needs for trending, job-based as well as futuristic digital skills.

## The Challenge

iMocha is one of the fastest growing Digital Skills Assessment Company with 100% YoY growth. During pandemic situation where WFH has become a new normal, making sure that their internal teams like SDR, Customer Success, Product Innovation and Support are all on the same page to meet the best customer experience.

This required all the teams to be trained regularly by internal experts and this exponential growth is handled successfully without any compromises on customer support. The remote working also lead to increase in number of support tickets as the support team needs to make sure those are addressed correctly in time. successfully.

## The Solution

To achieve this CXcherry and iMocha worked together to derive a product training strategy to train internal teams within a record time. Also, this was supposed to be a continuous learning process keeping in mind the scattered target audience across geographical locations.

The whole learning experience was gamified and iMocha leadership team uploaded video content, presentations, walkthrough demos to ensure each stakeholder gets access to the right and relevant information when needed.

This was also a gamified experience with users getting some "Mocha beans" on completing the training module. Video courses were hosted within internal environment and single sign on was implemented.

## The Impact

This product enablement has helped iMocha to reduce their support tickets closure rate by almost 15% allowing them to increase their response time and reducing TAT leading to a better customer satisfaction.



## About Us

CXcherry is a modern, AI-enabled, purpose-built Customer Education Platform (LMS). We are on a mission to redefine the way you onboard, engage and retain your customers. We help you to accelerate your product adoption and increase customer retention through continuous customer education.

Many organizations around the world trust CXcherry to manage & deliver their customer training and measure the business impact of their customer experience. We are proud to be one of the important partners in your customer's success journey.

CXcherry is used by many leading SaaS, PaaS, and Software Product companies to train & educate their customers.

**Website:** [www.cxcherry.io](http://www.cxcherry.io)

### Specialities:

Customer Training, Customer Success, Customer Onboarding, Customer Training, Learning Management, LMS, Extended Enterprise, SaaS, Customer Engagement, Customer Retention, and Customer Enablement, Partner Training, Partner Enablement, Customer Experience, eLearning

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