

A woman in a light blue shirt and skirt stands on the left, pointing at a whiteboard. Three people are seated at a long table in front of her, looking towards the whiteboard. The room has a checkered floor and large windows in the background. The entire image is overlaid with a semi-transparent red circle.

# The Ultimate Guide to Right **Customer Training Strategy**





In today's age if an organization want to succeed in their business, then they must need be focused on the to ensure the success of their customers. This is applicable to all industries however truer for **SaaS, PaaS and ISVs**. Customers prefer to invest in the product only once they are sure about the long-term partnership with the product company. With competition being around every corner one of the ways to stay ahead of competition is to invest in customer education or customer training. Sooner the better is the success mantra. This e-book is an attempt to help you with some key tips on how to plan your customer training strategy which will help you gain competitive advantage in long for many years. In this e-book, you'll learn simple guided steps to implement the right customer training strategy for your organization.

We refer to **'right training'** in the context of identifying your customers, providing relevant content value, enabling diverse platforms (Multi-lingual), and creating a delightful learning experience for customers.



You will enable long-term customers and enhance your overall business strategy by focusing on specific content value. To understand what is the right training strategy for your unique organization, learn the importance of the right customer training program for your L&D team & Sales Conversion and its impact on your customer persona.

We have provided insights - **how each department of an organization can be on the same productivity level when the customer learning experience is a strategy.**

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# Sketch Your Audience in Mind!



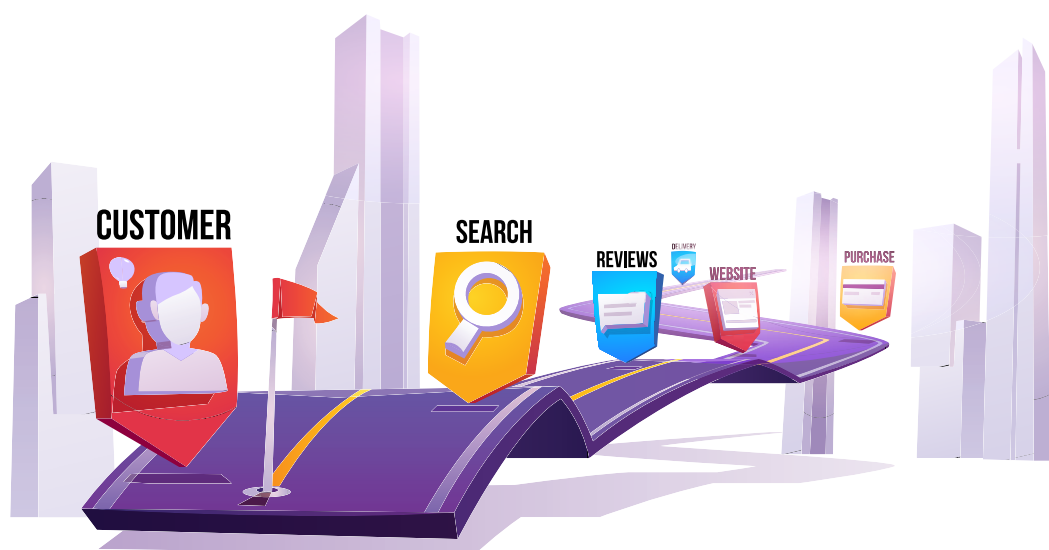
Customer Education in its simplest form means - We create a conducive environment to allow audiences to conduct their buying choices or intent consciously. Now, the audience means different mindsets - different experiences - different exploring buying choices.

Mapping one diverse training program with specific segments delivering every sort produces flexible business modules & higher customer retention.

Since the economies were driving their revenue, considering people as only customers. The human experience became a hit & trial-based marketing.

Eventually, in a sack-race to become a multi-national revenue-based business - people got classified as customers, consumers, and products in many organizations.

But times have changed, customer experience is becoming imperative in generating & building a brand. Technology educating customers is changing the dynamics of buyer's persona.



## So, how to map diverse your buyer's persona?



You must imagine your customers in your mind, connect visually to those real faces, behaviors, and situations they might be. It's like groundwork, filling you up with persona's, perceptions, ideologies, and choices.

Now, set your boundaries considering the solutions you are providing, and keep that range specific.

E.g ABC company provides CRM technology solutions- incorporating sales team, Hr management, and L&D team as a perception range is a groundwork.

Then infuse, let's say, new sales recruit searching for a One-Guiding-Platform to manage up all those project timelines, team dynamics, stakeholder responsibilities, and resource allocations in one place, your solutions in it.

**You got your buyer's persona & now you can get in touch with your content-specific value.**



# Get in Touch with your Content Specific Value!



Team meeting time! Once you plan out your ground strategy, it's time to identify your **S.M.A.R.T** goals.

These goals help construct a clear directed channel which then gets streamed with your resources timely.



## How far-sighted is your Customer Training Strategy?

*(Questions you must pin down before you plan out your training strategies)*

?

Do you want your audience to learn to use your product & services efficiently?

?

Are you planning to create a knowledgeable-conducive environment?

?

Do you want your customers' to further implement your learning for their interest?

?

Are you planning to segment-specific learning hours for customers with limited leisure time?

Align with such above-mentioned corresponding questions. You can evaluate your resources - diverse customer attributes, identical customer learning segments, and hence, a flexible training program.

# Create an Exciting Learning Environment. **(Keep it Simple!)**



Once exciting is referred to in the customer retention process, it simply means - the content complexity might vary.

## Why a company needs an exciting learning environment for their customers?

**The brand evolves out of customer the mindful customers. Keeping your buyer's journey alphabetic means, you'll end up with graduates endorsing their time & experience spent learning with you.**



These are not any marketing facts but human nature. We love to learn when we perceive naturally and not by any intent to grasp heavy-loaded & long-guides of technology stuff.

Your customer is an operational head - is all over the place already - bridging gaps of different projects within an organization, maintaining viable links & resources, keeping a tap on updates.

You see, surrounded with data and operations. Your training or customer learning experience must be like a coffee time discussion for them, load some caffeine and pouring out their recent experience.

Once your customer training program organizes comprehensively, you're all set to deliver technical complexities about your product through Micro-learning Videos, Infographics, and On-Site Demonstrations.



# Use the **Right Platform** to Deliver Distinct Audiences



You need a diverse platform to nurture your customer training aspects (progress reports, feedbacks, multi-lingual, self-paced learning, automated support bots).

A consistent stimulating training program means customer personalized experience.

Customers need attention during their learning programs. Your training platform must address the diversity of customer's needs in different stages of their learning sessions.



## What a diverse platform must deliver?



### Offers a Self-paced Learning Atmosphere

Allows each customer to learn according to their limited learning hours. Also accessible on any devices in ready-to-use.



### A Complete Personalized & User-specific layout

Provides your customer with timely inputs, learning progress, and up-to-date information.





## Allows Key Performance Indicators

**CSAT** (Customer Satisfaction Score)

**NPS** (Net Promoter Score)

**FCR** (First Connect Resolution)

**ART** (Avg Resolution Time)



## Simple to Track & Re-Organize

Create your specific content, track progress reports, and re-organize your program accordingly.



## Provide a Localized Learning Platform (Multi-Lingual)

Localization of foreign languages creating a diverse learning platform.



## Accessible to Mobile & Tablet Learning

The platform and the training must be responsive enough to be accessed from anywhere, any time. On the go learning is the key.



## Easily Sync with Team Members

Available Integrated Tech Stacks for teammates to connect like one hub.

Keeping these crucial platforms basic variant in mind, you can choose your ideal [Customer Training Platform](#) that enables your training program to cover a diversity of customers with ease & flexibility to improve timely.

# Gain Leverage From Your Ideal LMS Technology



Learning Management System (LMS) is your software in the e-learning world of the customer as hardware.



To understand the wide-ranging benefits of LMS, start considering it as:

**A Reservoir of Social Learning Experience**

**Connecting Hub for your Teammates & Customers**

**An Easy Access to Robust Data, Analytics & Learning Progress**

**Intuitive Based Technology to Absorb & Manifest Efficient Results**

**Pillar of Your E-learning**  
(Max Return On Investment)

Remember, you sketched your customer before even planning this learning program?

Similarly, with each progressing stage, your customer decision-making in a knowledgeable stance changes as you are empowering them.

If you avoid monitoring the buying persona consistently - You might have to start from scratch again.

An intuitive software connects each customer progressing dot and channelizing that stream with your content value.

# Test, test, test your Training Program Progress.



Finally, you have reached the step where you have delivered your SMART Goals. [Identified, Organized, Delivered, Monitored, and Utilized] Now, time to TEST!



**Bring your  
priority to  
Response  
Management.**

Delivering your content value to a specific audience is one thing, but are they gathering to their fullest, or needs is still a question (?).

Constantly asserting your customers while they are learning gives you an extra edge to improve and upgrade simultaneously.



## How to Test Your Training Program (Response Management):

01

Conduct Surveys  
& Extract Detailed  
Feedbacks

02

Allow Gamification  
to receive Existing  
Customers Learning  
Progress via Star  
Ratings

03

Gather Database by  
providing Question-  
naires & Discussion  
Forums

04

Employ Instant  
Customer Support  
Team dedicated to  
providing insights



Observing the received data from your blend of response testing tools will allow you to refine your program & provide desired content-specific value timely.



# BONUS POINT

Rapidly changing buying persona and technology-friendly aspects are the two most convincing strata for many businesses to adapt over customer e-learning. But, as they say, some see the cup half-empty and some half-full.

So, our humble responsibility to address the benefits and later consequences for you.

## What are the consequences of not having the Right Customer Training Program:

- New Customers turned down from your bad apples (Confused Existing Customers)
- Average Usability of Product (Finding Gaps means low retention)
- Your Disengagement in Customer Decision-Making (Extra Investment in Marketing)
- Untrained Customers are Short-term Beneficiary.
- Low Competitive Edge
- High Customer Support Tickets & Troubleshooting Issues
- Higher Chances of Customer Turnover

# Conclusion

Our intent to create this blog is to guide your opinion about customer training strategy with an informative sense of context.

In this blog, you learned how to identify your customer by imagining their perspective and creating relevant content to address their needs. And managing & organizing your specific learning according to the buyer's persona allows transparency & higher customer retention.

How simple LMS tools can provide you with an intuitive sense to accumulate and act as a connecting hub for your customers and teammates.

And the entire customer training programs stand on the pillar of response management - you need to test your provided value. Otherwise, it is hard evaluating the effectiveness of your training program.

Lastly, you explored how not employing the right set of a customer training strategy for you can become a consequence for later. If still your training strategy needs deep nurturing, we're happy to help.





## About Us

CXcherry is an upcoming Customer Training platform. We are on a mission to redefine the Customer Training process by helping enterprises around the world to accelerate the product adoption and customer retention. Being an innovative platform, enterprises around the world leverage CXcherry platform to manage & deliver content and measure the business impact of their customer experience.

Cxcherry's platform and professional services such as course development & admin support makes it one stop solution for growing SaaS, PaaS, ISV companies.

**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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