

Presented by THINKIFIC +

# Customer Education: Benchmarks and ROI Report

# 2024

# Emphasizing strategy over statistics

**Customer education is stepping into the spotlight in 2024**, and the excitement surrounding it is far from just a fleeting trend. An impressive 90% of companies have witnessed the tangible benefits of investing in customer education.

Moreover, educational content has significantly increased consumer purchasing likelihood by 131%. With such a solid return on investment, it would be remiss for customer success leaders to not take advantage of it.

But customer education isn't just about content; it's about engaging your customer, making it easy for them to utilize your product and enabling them to reach their goals. This approach is critical for boosting retention and maximizing the lifetime value of each customer for your business. In this report, we're taking a deep dive into the power of customer education, looking at the practices of companies doing it right, and shedding some light on how you can use these insights to increase the success of your own customers and amplify business results.

We partnered with third-party independent research partner Centiment to interview over 1,100+ leaders and professionals like you working in customer success and education. We've delved into the data and are excited to share the analysis with you. This report is packed with insights, tips and support to enhance your learning programs while highlighting the possibilities of scaling customer education with online learning. Our insights come from real experiences shared by customer-obsessed experts who understand firsthand how education drives business success. Now, let's explore how you can leverage the power of customer education to make a lasting impact on your business objectives and the success of your customers.





**This report is packed with insights, tips and support to enhance your learning programs while highlighting the possibilities of scaling customer education with online learning.**



- The Methodology** P. 6
- Customer Education Revealed** P. 7
  - Trend #1
    - Customer Education Moves From Afterthought to Main Event** P.9
  - Trend #2
    - Customer Education and Customer Success Consolidate to Increase ROI** P. 12
  - Trend #3
    - Customer Education Can Uncover New Revenue Streams** P. 15
  - Trend #4
    - Companies Will Invest More in Education Technology to Increase LTV** P. 19
  - Trend #5
    - Video and Immersive Learning Will Transform Customer Education & Drive Business Growth** P. 22



# A Heart-to-Heart with 1,100+ Pros

We teamed up with the brilliant minds at Centiment to pick the brains of over 1,100+ professionals in customer education and success from mid-market and enterprise companies. Directors, VPs, Managers, and Individual Contributors – these folks didn't hold back.

They shared their most significant goals, challenges, inspiring strategies, and success stories. They provided valuable insights on building, developing and expanding customer education programs that increase engagement, satisfaction and growth, earning them recognition from superiors for contribution to driving results for their business.





# The Inside Scoop

We wanted all the nitty-gritty details on how respondents measure customer education success and their tactics to take their programs to the next level.

## So, we asked the tough questions:

1. How are businesses leveraging customer education to stand out in today's unpredictable, crowded landscape?
2. How can professionals grow their customer education efforts effectively and boost ROI over time? What factors, strategies, and tools empower this expansion?
3. Are businesses seeing a positive ROI on their customer education efforts, and if so, what benchmarks are they setting to measure and achieve their goals?





# The Incredible Humans Behind The Stats

Over 1,100+ professionals who work in the trenches of customer success and education shared insights that went into this report.

They aren't just watching from the sidelines; they're actively engaged in the day-to-day challenges and opportunities of integrating education into their business strategies.

Their firsthand experiences give us an authentic, boots-on-the-ground view of the evolving landscape of customer education.

## Here's what makes them so special:

- They work in companies with 25 to 999 employees, spanning industries like healthcare, retail, IT, and more.
- Collectively, they bring different perspectives from roles including Managers, Directors, as well as Individual Contributors.'
- They drive innovation and foster growth within their organizations.
- They're at the top of their fields and offer a unique perspective on how education shapes customer experiences and supports business results.
- They span both B2B and B2C models, proving how applicable customer education strategies are regardless of business type.

# Our Customer Education Findings Revealed

- ✓ Customer education is not just beneficial today; it's a critical driver of tangible ROI.
- ✓ The most innovative companies leverage online learning to cut costs and keep operations efficient.
- ✓ The most successful customer success leaders ensured their content linked each educational moment — an online course, quiz, video, module, or course— to overarching business goals.





### Our Customer Education Findings Revealed

- ✓ The data on how customers interact with content and courses demonstrates just how much of a tangible impact customer education is having on the bottom line
- ✓ In 2024 and beyond, the focus will be on creating engaging and impactful learning experiences through dynamic content such as online courses, videos, and certification programs.
- ✓ With the help of AI, management tools, and other technologies, creating dynamic learning experiences that keep customers engaged is easier than ever.
- ✓ By taking customer education online, businesses can scale faster than ever, engaging customers, tracking programs, and driving customer expansion.
- ✓ Customer education platforms like Thinkific Plus are the ultimate partner for customer success teams. They make creating and delivering engaging online courses easy, and help businesses improve productivity, cut costs and fuel business results.

**Now, let's dive into the emerging trends shaping the customer education landscape in 2024.**

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# The Trends Shaping the Future of Customer Education in 2024

1

Customer Education Moves From Afterthought to Main Event

2

Customer Education and Customer Success Consolidate to Increase ROI

3

Customer Education Can Uncover New Revenue Streams

4

Companies Will Invest More in Education Technology to Increase LTV

5

Video and Immersive Learning Will Transform Customer Education & Drive Business Growth



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# Customer Education Moves From Afterthought to Main Event

# Trends 1

**Customers today have their options**, and they seem to be increasingly switching providers which is showing up in churn rates that have reached record levels. At the same time, Customer support teams are consumed with a high volume support queue and providing 1:1 training. What's more, educational resources are often living in disparate tools, posing challenges for users to locate relevant information and enable their customers to reach their goals.

Our research reveals that 65% of businesses are now integrating educational programs into their strategic frameworks and for a good reason. When you bring all your content together, improve the user experience, and educate your customers, you can turn the tide on customer satisfaction and, ultimately, churn.

Recognizing customer education as a primary focus by incorporating it into strategic frameworks, is a significant indicator of the evolving business landscape. Businesses that are elevating customer education efforts are yielding benefits such as enhanced customer satisfaction, increased loyalty, and greater product adoption.



65%

**of professionals are now  
integrating educational  
programs into their  
strategic frameworks**



## How To Future-Proof Your Customer Education Program

Customer education isn't just a fleeting trend; it's the future. As we move forward, businesses prioritizing customer education will be the ones left standing. So, what does this mean for customer success leaders? It means it's time to invest in customer education like your business depends on it.

### Top strategies include:

- ✓ Personalized learning paths
- ✓ Engaging interactive content
- ✓ Community-based learning experiences

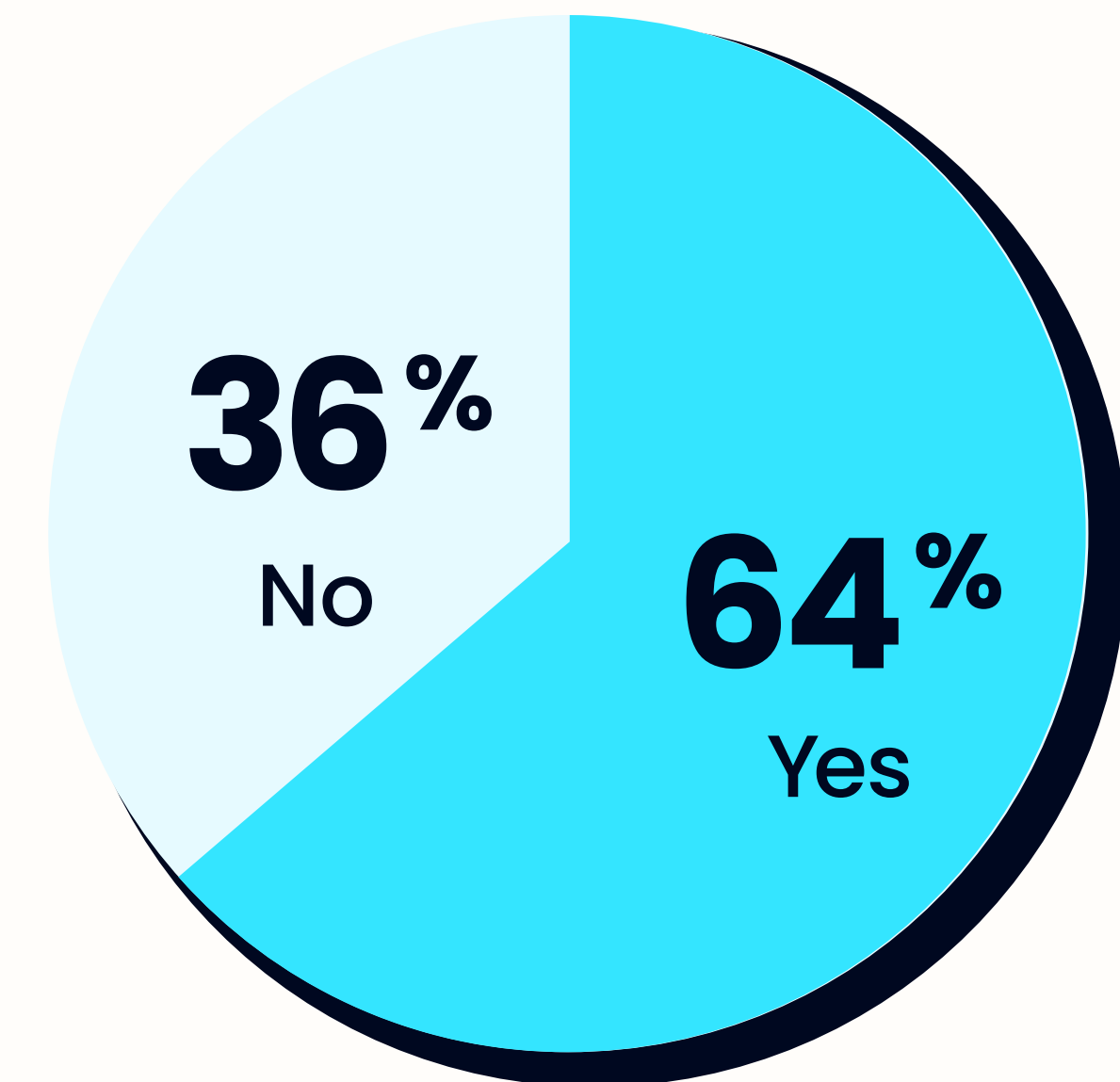




## How To Future-Proof Your Customer Education Program

Relying on a purpose-built customer education platform like Thinkific Plus empowers businesses to create courses, build communities and leverage a custom branded app for meeting the evolving needs of customers. Solution providers that set customers up for success with support from their own customer success teams are the ones doing it best by offering strategic guidance to help customer success leaders effectively demonstrate their initiatives' return on investment to senior executives.

Do you currently have a customer training program in place to help customers understand your product / service and realize value from it?





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# Customer Education and Customer Success Consolidate to Increase ROI

# Trends 2

**Customer education and customer success teams often have the same goals but work independently.** Combining these efforts and connecting customer education initiatives to the KPIs used by customer success teams can help demonstrate the impact of education on customer outcomes.

Your customer success and customer support teams should be empowered to collaborate seamlessly. Nearly half of customer education experts closely monitor churn rates (48%), customer satisfaction scores (45%), employee satisfaction (36%), and product adoption and usage (28%).

Given that customer success and education performance hinge on these metrics, enhancing collaboration between these two functions is a logical step to further enhance the results they drive for the business.

Education is essential for businesses because it contributes to customer engagement, product usage, expansion, revenue, and overall business growth. Customer education professionals play a crucial role in this strategy



48%

**of customer education leaders are tracking churn rates.**



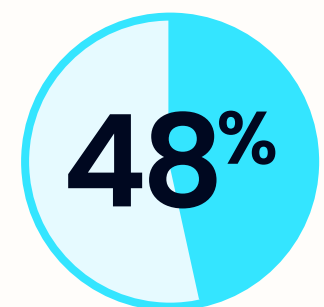
## To make sense of your numbers, you need the right tools.

Customer service leaders should thoughtfully use customer education to meet and exceed business objectives to remain competitive. By using the analytics capabilities of today's customer education platforms, businesses can better understand the impact of education on their business.

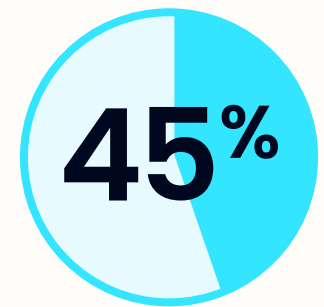
With robust analytics capabilities from platforms like **Thinkific Plus**, businesses can go beyond elevating the customer education experience, effectively tracking and measuring their impact on business success metrics.



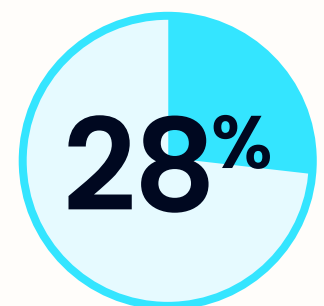
# What business metrics do you use to track the succes of your customer training program?



Improved customer retention /reduced churn



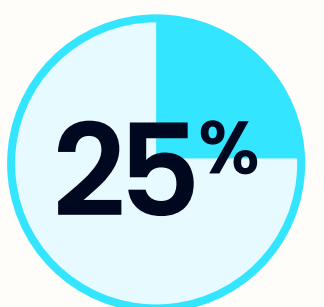
Higher customer satisfaction score (CSAT)



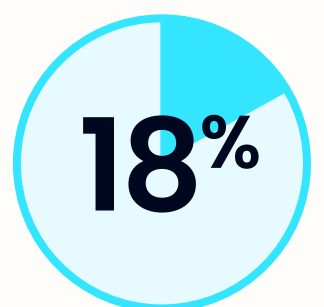
Increased product adoption/useage



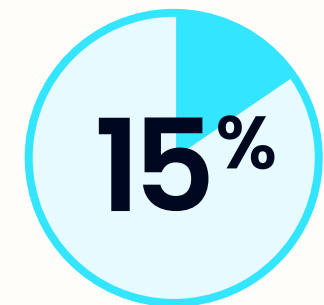
Number of certifications granted



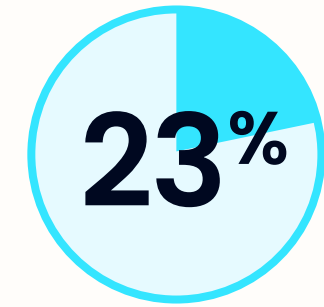
Improved onboarding (time to launch)



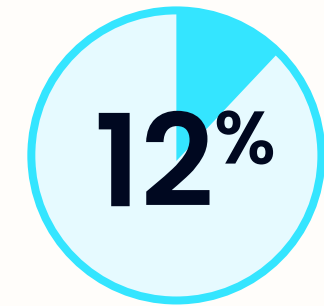
Higher expansion revenue and Lower support costs



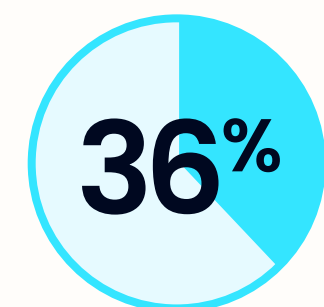
Improved Customer Lifetime Value (CLTV)



Higher renewal rate



Higher net promoter score (NPS)



Improved employee satisfaction

In your role, are you responsible for reporting on business metrics for customer success?  
(Ex: CLV, NPS, Churn)





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# Customer Education Can Uncover New Revenue Streams

# Trend 3

**Customer education is more than just a scaling strategy but a revenue generator and cost-saving measure that effectively removes significant bottlenecks.**

By delivering impactful learning experiences, businesses enhance customer engagement, gain insight into valuable feedback for product teams, and boost customer proficiency, resulting in reduced dependency on support teams and associated cost savings.

62% of survey respondents reported revenue growth in 2023 from customer education initiatives, with 75% expecting continued growth in 2024. Additionally, 22% of customer success professionals monetize customer education, creating new revenue streams for their businesses.



22%

**of customer success professionals monetize customer education, creating new revenue streams**



**We're noticing more companies are now charging for specific courses. Let's look at Hootsuite, who hosts their Hootsuite Academy on Thinkific Plus as a case study:**

**Hootsuite Academy:**

[Monetizing Expertise through Certification](#)

**Hootsuite has effectively harnessed the power of certification to bolster user proficiency and open up new revenue streams.**

Their diverse courses are designed to cater to various aspects of social media expertise, from platform navigation to advanced advertising strategies.

- Hootsuite Platform Certification Course
- Social Marketing Certification Course
- DEI on Social Media Certification Course
- Social Selling Certification Course
- Advanced Social Media Strategy Certification Course
- Social Media and You Certification Course
- Advanced Social Advertising Certification Course
- Hootsuite Enterprise Platform Certification Course

**Additionally,** Hootsuite Academy offers custom education solutions tailored to businesses' specific needs, enhancing team capabilities in social media.

By implementing a structured certification system with varying price points, Hootsuite not only enhances the skill set of its users but also taps into a lucrative model of educational monetization. Your business can emulate this model by leveraging Thinkific Plus to create, manage, and optimize custom certification courses that meet the unique needs of your audience while driving additional revenue.

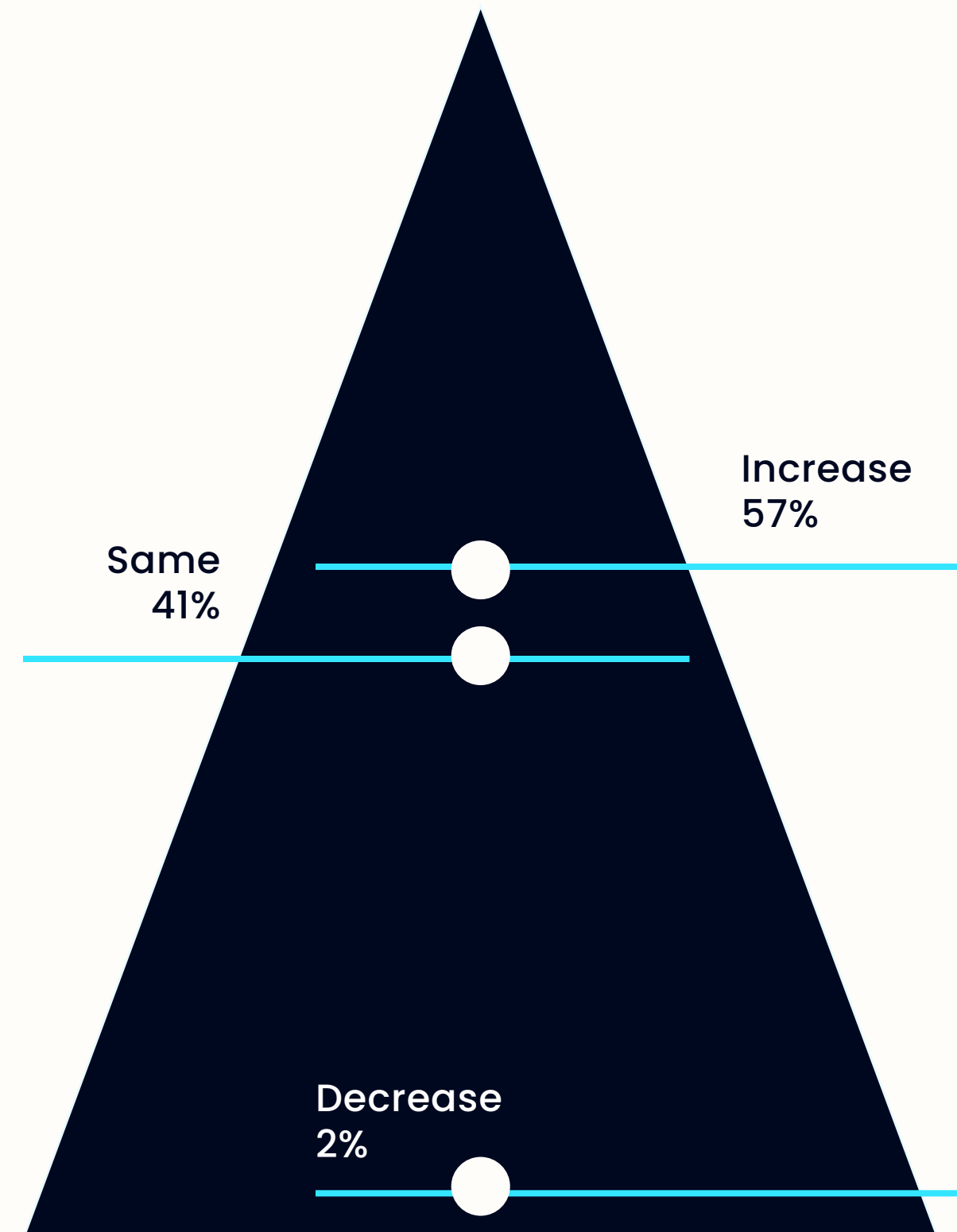
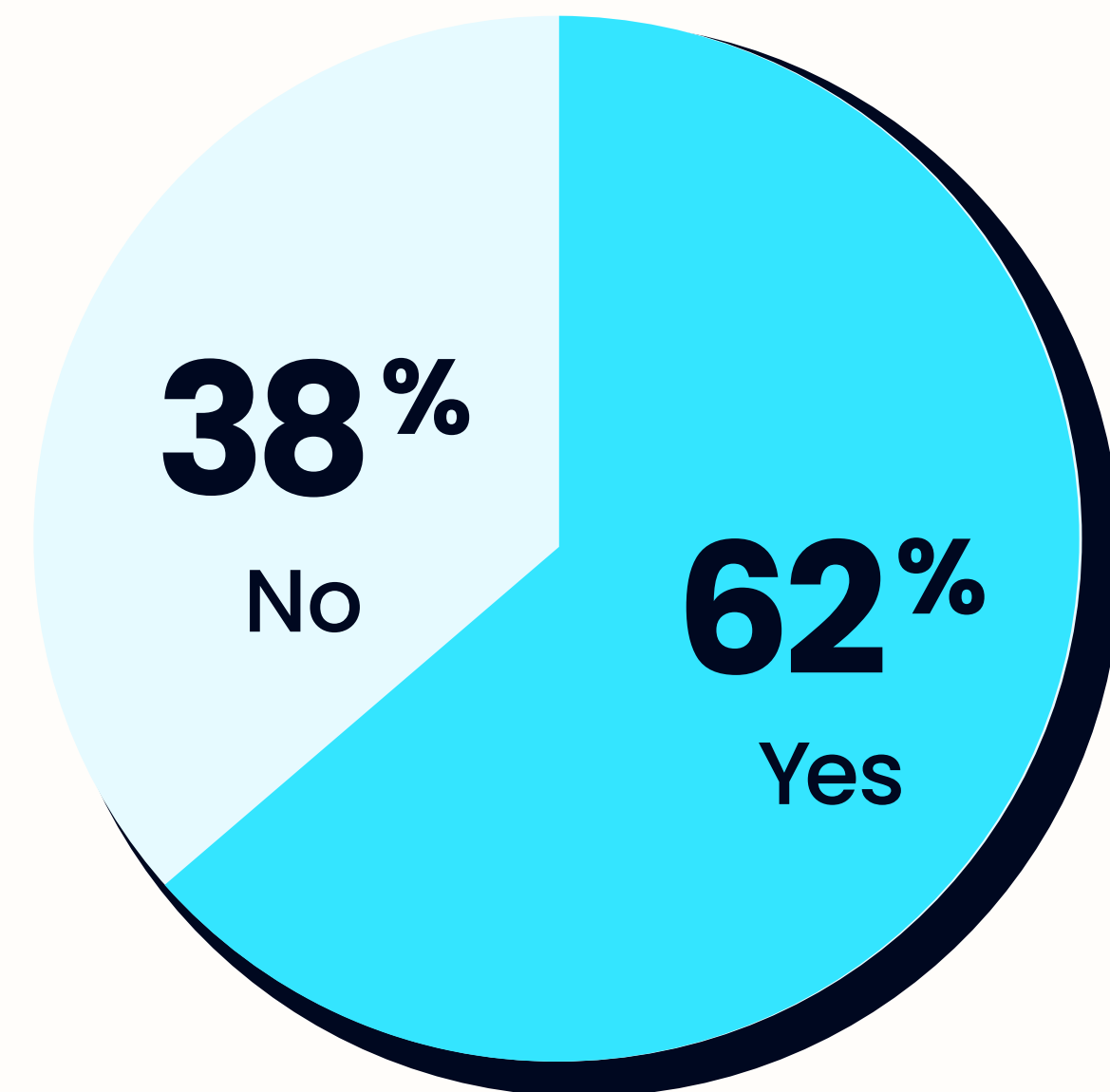
This trend underscores the significance of selecting a platform that is built with eCommerce capabilities that will support your online learning business and content monetization strategy.

The screenshot shows the Hootsuite Academy website's 'Certification Courses' page. The header includes the Hootsuite Academy logo, navigation links for 'Certification Courses' and 'Custom Education', and 'Sign up' and 'Login' buttons. The main heading is 'Get Certified' with the subtext 'Earn industry-recognized social media credentials and stand out from the crowd.' Below this, three course cards are displayed:

- Hootsuite Platform Certification Course:** TRAINING FREE / CERT \$99 USD. Description: 'Do you know your way around Hootsuite like a pro? Have you completed the Hootsuite Platform Training Course? Take our exam now to earn your official certification.'
- Social Marketing Certification Course:** \$199 USD. Description: 'Develop essential social marketing skills and tactics to grow followers and engage with your audience. Learn to create a social media strategy that will drive business results.'
- DEI on Social Media Certification Course:** \$49 USD / YEAR. Description: 'You'll learn what diversity, equity, inclusion and accessibility (DEI&A) looks like on social media, and how to successfully implement it into your strategy on social.'



Compared to the previous years, did the revenue your company generated from customer training increase in 2023?

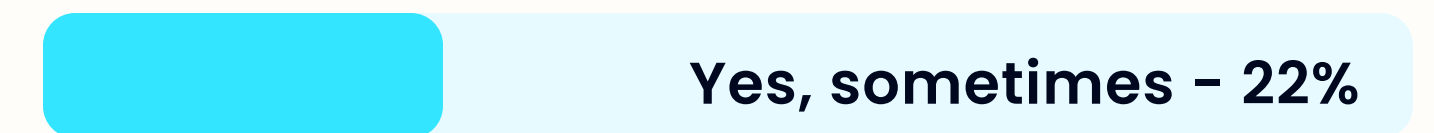


How do you expect your revenue generated from customer training to trend in 2024?

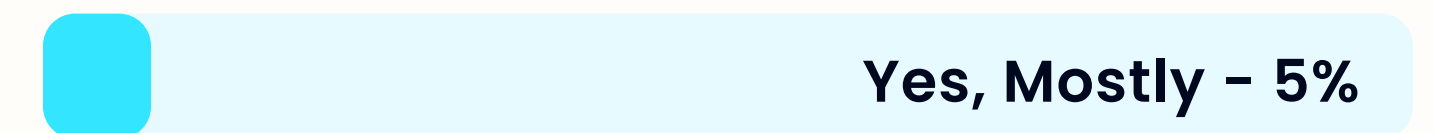
Does your organization charge your users for customer training?



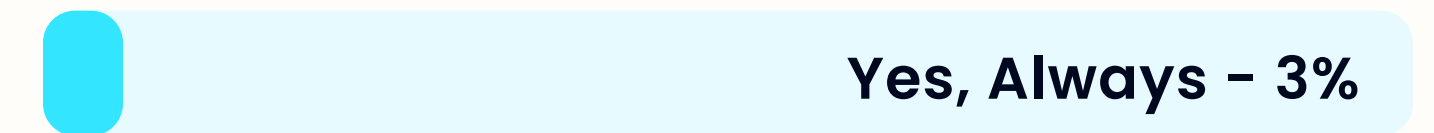
Our customer onboarding and enablement courses are free for users.



The majority of our courses are free, some require payment.



The majority of courses require payment.



All courses require a subscription or payment.

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# Companies Will Invest More in Education Technology to Increase LTV

# Trend 4



**Businesses will continue to look to technology to help improve customer success strategies.** Consolidating content creation and delivery from various platforms into a consolidated learning management system (LMS) allows customers to reach their customers with an integrated learning experience.

Moreover, the insight and data provided by the industry's leading customer education platforms can improve customer experiences and outcomes, leading to increased satisfaction, retention, and lifetime value. This marks a significant shift in how every department will perceive customer education initiatives' value and ROI for the business.

Today, 28% of professionals use an LMS, 43% use a customer training platform, and 33% incorporate videos and live or on-demand webinars into their training programs. Businesses are increasingly depending on LMS platforms to make it easier to create, deliver, manage, and evaluate the effectiveness of their customer education efforts.



46%

**of customer success leaders plan to invest in new technologies to deliver customer education in 2024**

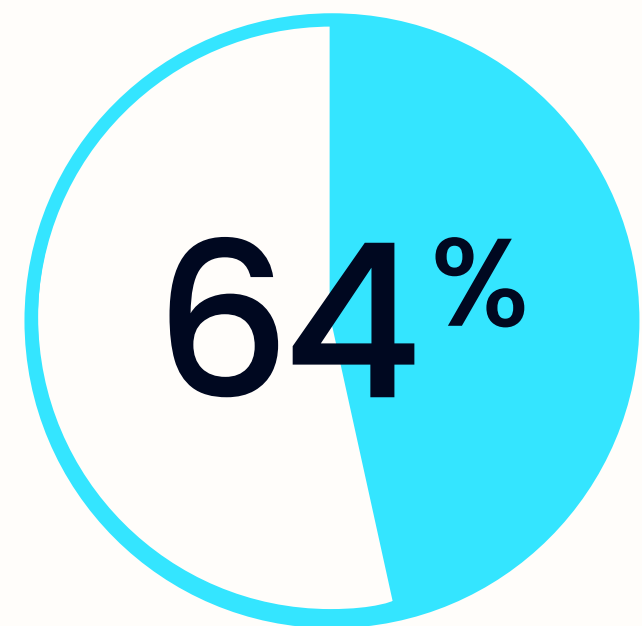
**Choosing the right LMS is critical**, akin to building a solid foundation for your home. Whether building your first customer education academy or scaling an existing one, our user-friendly interface, AI supported content creation and 1:1 onboarding and launch support get you up and running in no time — with zero set up fees.

Thinkific Plus is SCORM compliant and provides user-friendly analytics for confident data-driven decisions. Leveraging these insights helps optimize your program, gain stakeholder support, and make a strong case for effective customer education initiatives that drive revenue growth and success.

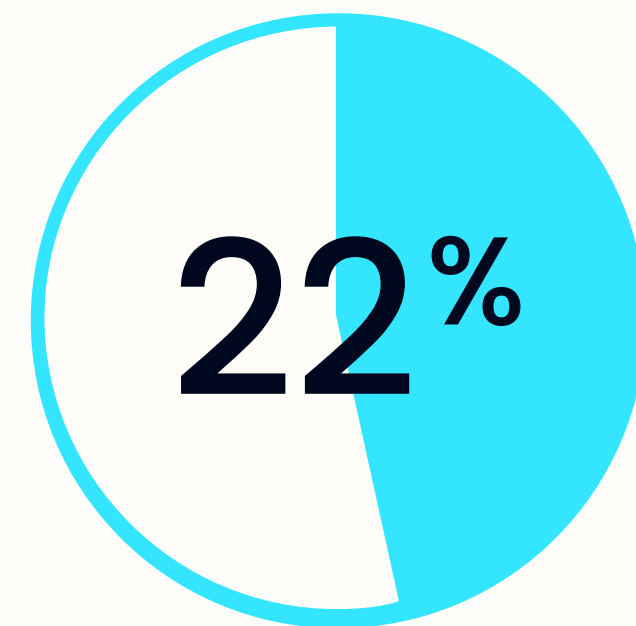




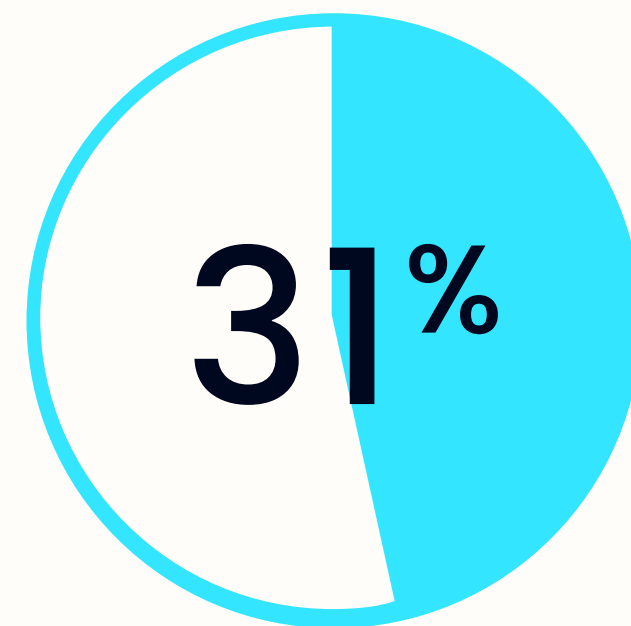
# Do you plan to increase your level of investment in learning initiatives in 2024?



Yes, we plan to invest in new learning technology



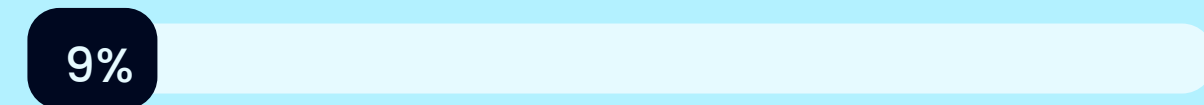
Yes, we plan to increase our learning organization headcount



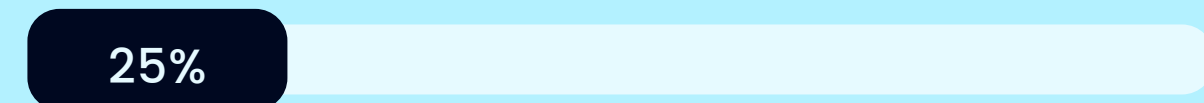
No, we do not plan to increase our learning initiatives investment

What systems or processes do you currently have in place for delivering training content to your users?

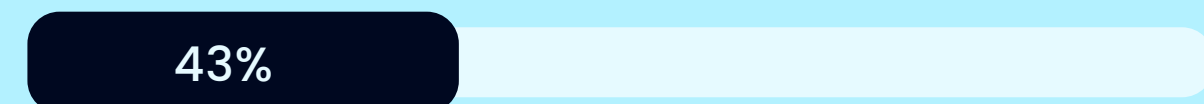
Content Authoring Software



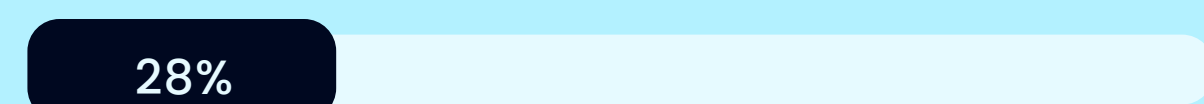
Content Management System (CMS)



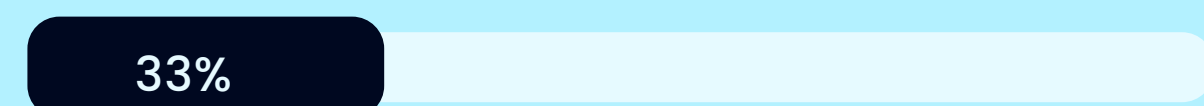
Customer Training/Success Software



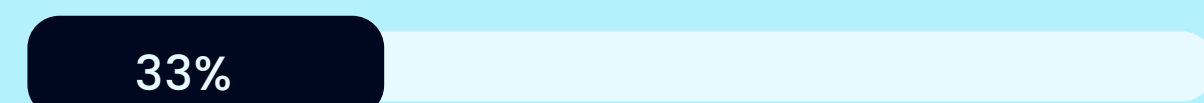
Learning Management System (LMS)



Live or on-demand webinars or video



Website or blog



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# Video and Immersive Learning Will Transform Customer Education and Drive Business Growth

# Trends 15

**Customer success professionals prioritizing customer education know that blending video content, certifications, and online courses is vital.** As a customer education leader juggling different priorities and demands, creating elevated learning experiences using the right tools is crucial.

About 44% of customer success teams use video content and leverage brand-centric certifications in their customer education programs. Videos make learning complex topics more accessible and engaging, while certifications can ensure compliance and give a sense of accomplishment of a learning milestone.

Businesses are now focusing on personalized learning paths as a crucial aspect of their customer education efforts. By analyzing insights on learner data, companies can create tailored content that empowers customers to achieve their goals and get the most value from their investment in your product. This leads to customer growth and renewal, helping to support your business's net retention goals.

A large graphic consisting of the number '44' followed by a percentage symbol '%'. The numbers and symbol are white with a thick black drop shadow, set against a bright blue circular background.

**of customer success teams use video content and leverage brand-centric certifications.**

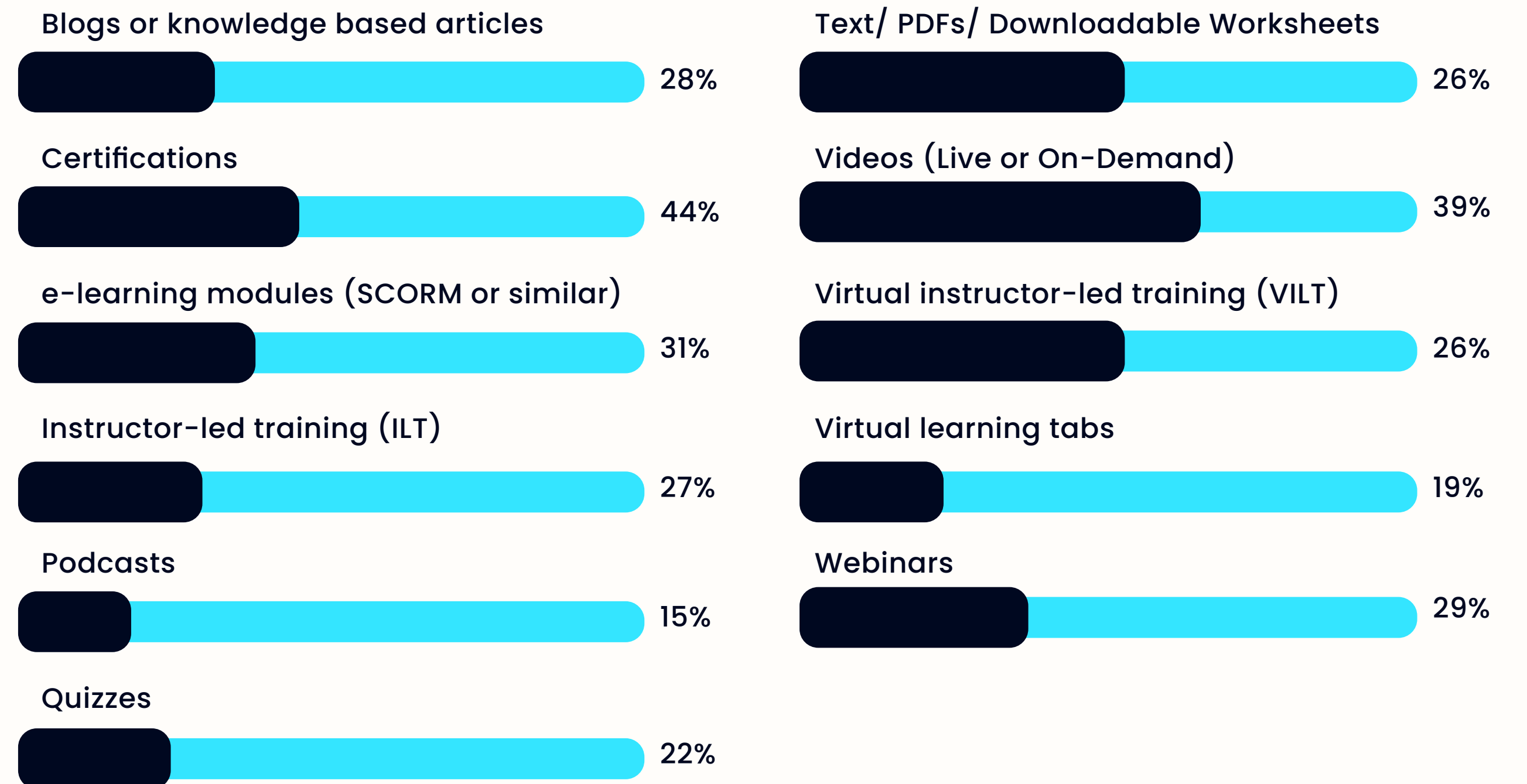


The team behind Thinkific Plus are committed to ensuring customers can easily provide impactful learning experiences. To this end, we've prioritized delivering support for SCORM compliance in 2024. SCORM is a technology standard for online learning tools that allow online learning content and LMS systems to interact seamlessly. This advancement will create a more cohesive learning experience and allow our customers to upload their pre-existing content with engaging lessons, quizzes, videos, and more right into Thinkific easily.

In alignment with this trend, Chargebee uses Thinkific Plus to create Subscription Academy. Subscription Academy offers various resources for SaaS professionals to manage subscription-based businesses effectively. They educate and empower their community with detailed courses and certifications, establishing themselves as a top authority in a competitive field.

Similarly, Mentimeter uses Thinkific Plus to educate customers on creating engaging presentations from scratch. By providing extra resources, templates, and inspiration in one easy-to-access learning platform, Mentimeter keeps customers engaged and easily improves presentation skills.

### What formats of training do you currently invest in, or plan to?



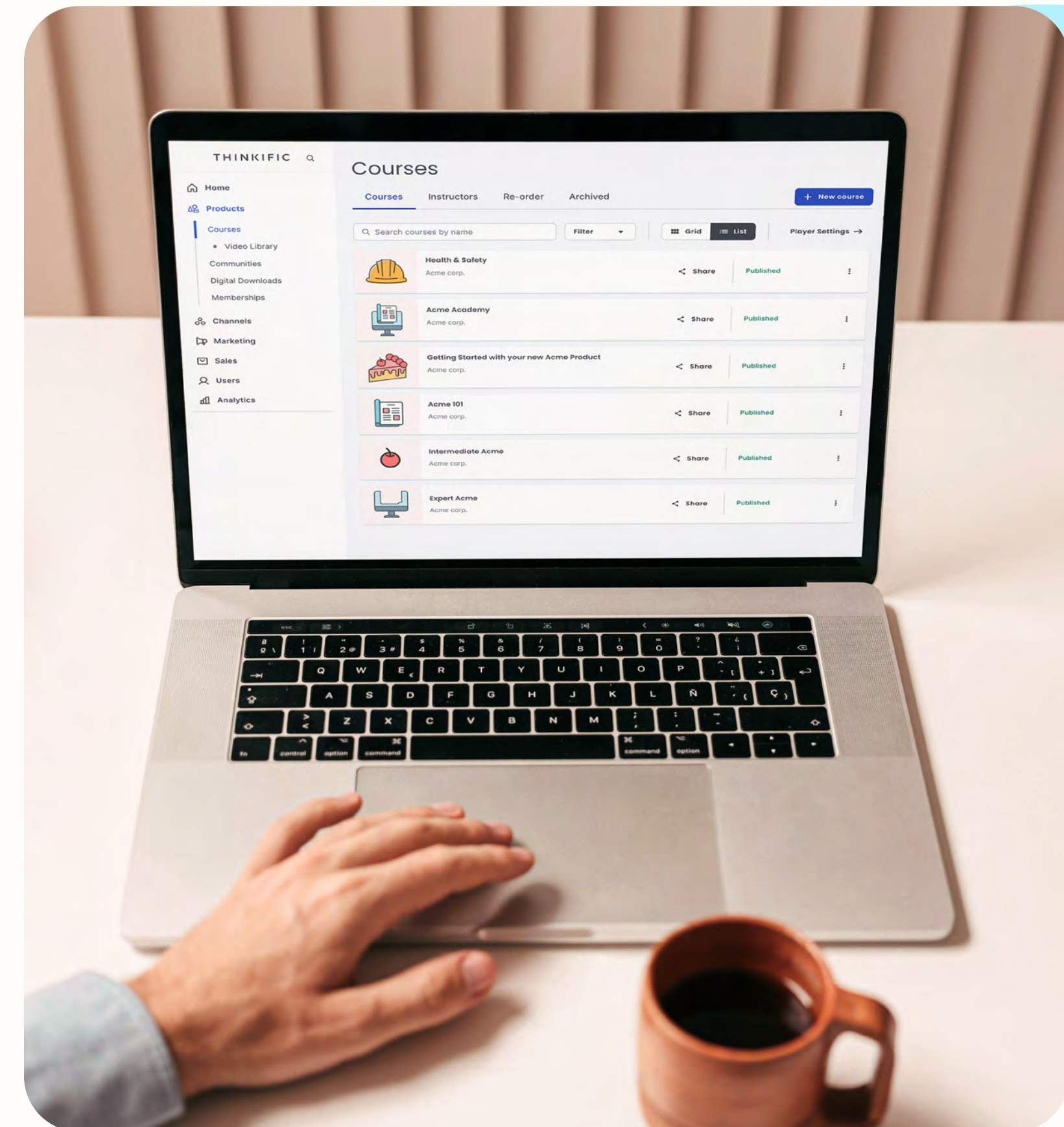
## Entering the Next Era of Customer Education

**The field of customer education is rapidly evolving**, presenting fresh opportunities for professionals to drive significant ROI through innovative learning strategies. This report has highlighted essential practices and insights to kickstart or enhance your customer education programs.

Integrating educational tools like videos, certifications, and comprehensive courses can deepen customer engagement and loyalty, transforming users into brand advocates. The best practices we've discussed are your stepping stones for measurable success, supporting the sustainable growth of your business.

Customer education is no longer just an add-on; it's a strategic necessity. Embrace these insights to refine your programs, enhance customer satisfaction, and achieve greater business outcomes.

Customer education professionals are stepping up to be the new customer success heroes, boosting adoption, retention, and expansion.



# Are you ready to lead the way?

Let's discuss how Thinkific Plus can transform your educational content into a core driver of your business's success. Our team wants to partner with you to offer insights, support, and the robust features of our LMS to elevate your customer education strategy.

Request a call with one of our solutions experts today. Together, we'll explore how you can unlock the full potential of Thinkific Plus and align your educational goals with your business objectives.

[Request a call](#)