

The Customer Training Imperative

According to the 2020 State of Customer Training report

96%

claim customer training is important to their company.

But only 14%

believe their customers are adequately trained.



5 Benefits of Customer Training



- Increased product adoption
- Stronger partnerships with customers
- Faster time to value
- Fewer support tickets
- Reduced customer churn

The Priorities in a Pandemic



59% say retaining customers is a priority



56% say moving in-person training to online or virtual instructor-led training is a priority

44% say focusing on customer engagement is a priority

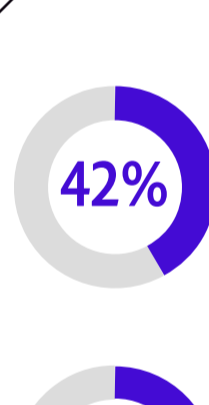


64% report spending more on training than they did prior to the pandemic

The Shift to Virtual Training

Organizations have drastically cut back their in-person training in favor of virtual instructor-led training (VILT) and self-paced eLearning.

Before 52% of training was virtual



After 72% of training is virtual

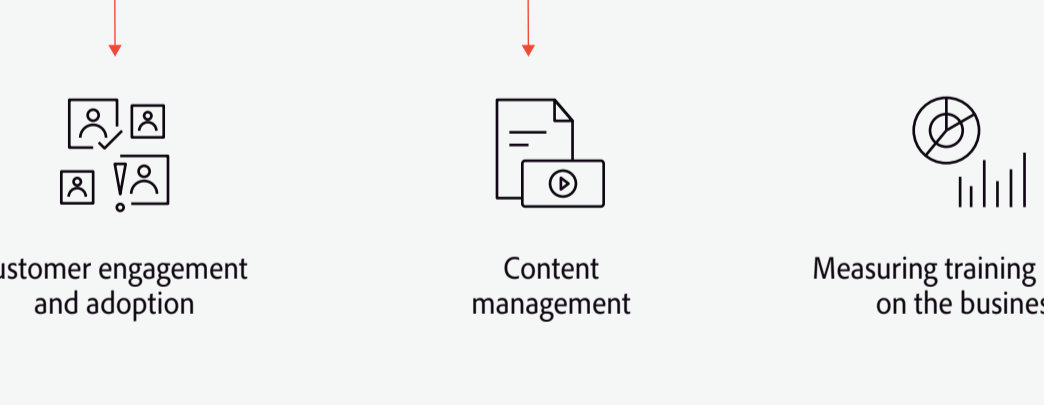
42%

report spending more on learning technologies including authoring, delivery, gaming and LMS platforms.

39%

report spending more on learning services including delivery, administration, content development, technology integration and strategy.

The 3 Biggest Customer Training Challenges



Customer engagement and adoption

Content management

Measuring training impact on the business

Where Improvement is Most Imperative

When asked which part of the customers' lifecycle could use more or better customer training, respondents answered:

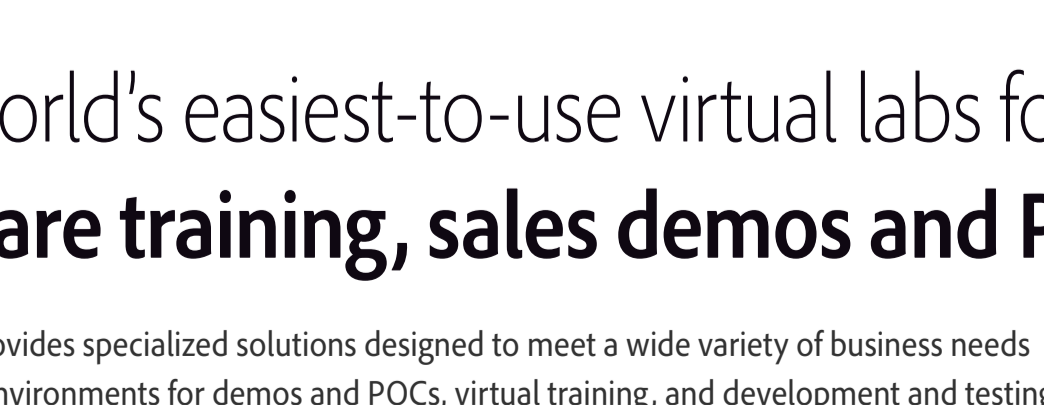
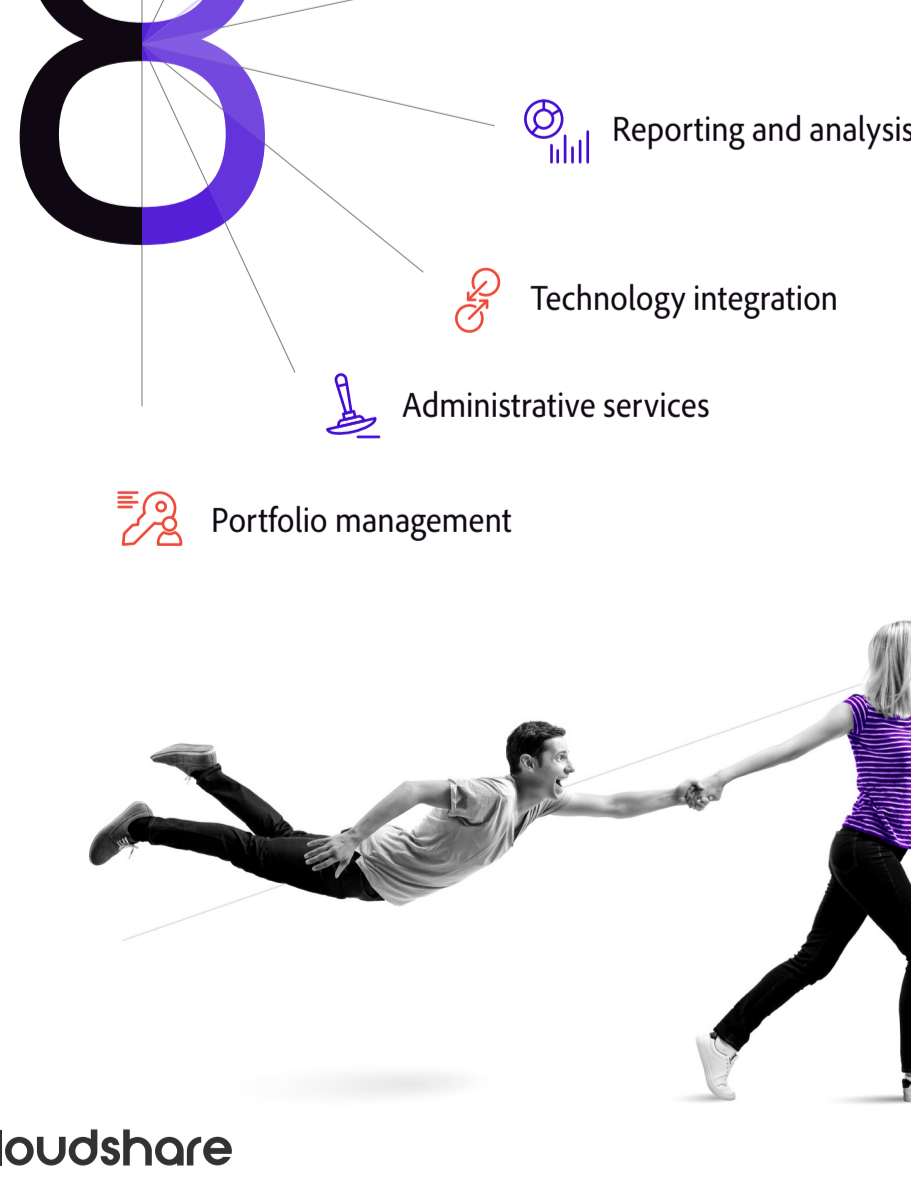
20% In-depth product knowledge/certification

32% Ongoing engagement / retention

37% Onboarding

Drivers of Successful Customer Training

Key Process Capabilities



The world's easiest-to-use virtual labs for software training, sales demos and POCs

CloudShare provides specialized solutions designed to meet a wide variety of business needs including lab environments for demos and POCs, virtual training, and development and testing. All CloudShare environments are completely customizable and offer on-demand access to infrastructure resources such as servers, storage, networking, and software.

To learn more visit www.cloudshare.com

Resources: - 2020 State of Customer Training (By Thought Industries), - What Makes a Training Organization Great?, - Best Practices for Training Organizations (Training Industry) 2018, - Training in the Time of Covid, How Learning and Development is Responding (Training Industry) 2020, - <https://www.shiftlearning.com/blog/customer-training-elearning-success>