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"Using your company's LMS for customer training is a no-brainer."

CUSTOMER TRAINING PLAY BOOK

**BOOST LOYALTY
+
LOWER CHURN
+
MAXIMIZE ROI**

INCREASING ADOPTION, RETENTION & REVENUE.

UNLOCK THE VALUE
OF YOUR LMS!!!

TRAINING YOUR CUSTOMERS

can be extremely beneficial, but how can CX leaders leverage the tools their organizations already use – particularly Learning Management Systems – to derive substantial business value from customer training?

PLAYBOOK LINEUP

01

Unlock the Value of Your LMS for Customer Education

Delivering great customer experiences and increasing customer adoption of products and services are critical for securing valuable, durable customer relationships. Research shows that investing in formalized Customer Education (CE) programs can yield a 35% increase in the average lifetime value of trained customers and a top-line improvement of revenue by an average of 7.6%.[1]

Investing in CE is a must for any company looking to drive recurring revenue and lock in customer loyalty. However, when tasked with developing CE programs, many leaders in CX and Professional Services may not know where to start. Traditional CX tools like Customer Relationship Management (CRM) platforms are not built for customer training and Learning Management Systems (LMS) are often used solely for internal training, relegated to Human Resources (HR) or Learning & Development (L&D) teams.

Customer Education programs can yield:

35%

Increase in the average lifetime value of trained customers

7.6%

Average improvement of top-line revenue

Many do not realize that learning management systems, like Litmos, are built to provide robust training experiences for both internal and external training programs, like customer education. Leveraging an LMS can eliminate the need for a dedicated customer training platform and reduce some of the overhead required for developing and delivering customer training materials. The learning analytics available via the LMS can also help CX leaders more holistically demonstrate the [ROI of customer training](#) to executive leaders, leading to stronger commitment and future top-down investment. Given HR and L&D leaders often need to tie their LMS investment to performance improvements and revenue growth, they are often eager to work with CX professionals on extending the LMS for instances where external training, such as CE, is needed.

In this guide, you'll learn the true business impact of customer training and explore how CX teams can leverage an extensible, intuitive learning management system to lock in customer loyalty, reduce support ticket volume, boost product adoption, and create new revenue opportunities.

Tap Into the Potential of Customer Education

Customer education (CE) can revolutionize the customer experience. By integrating training programs into your overall customer strategy, you can not only enhance customer satisfaction but also empower your customers to maximize their use of your products and services. When customers are well-informed, they can navigate challenges more efficiently, reducing the need for extensive support while fostering a sense of independence. A customer training platform creates a cohesive and engaging learning experience for your customers, giving them a centralized and streamlined way to access customer training modules.

79%
of business leaders cite customer education as an integral element of their CX strategy.[2]

15.5%
decrease in customer support costs, reported by CX leaders who invest in customer education.[1]

REAL ROI

The Business Impact of Customer Education

26.2%
Improvement in customer satisfaction, seen by CX leaders after implementing customer education programs.[1]

**61%**
of customers reportedly prefer using self-service to resolve simple issues.[4]

Partnering with L&D to Drive Customer Training ROI

In many organizations, Learning and Development (L&D) departments face consistent pressure to demonstrate their value while operating with constrained resources. Expanding L&D efforts to customer education can be a promising avenue for L&D to drive significant business impact during times of economic uncertainty, organizational change, or other moments where proving ROI is paramount. With 74% of business leaders reporting that customer service has become even more important due to economic downturns, educating customers has become a competitive necessity. That's where CX and Sales leaders, along with HR leaders & L&D system administrators, can work strategically to fold customer training into existing L&D tools, platforms, and processes – helping revenue-focused leaders avoid spending budget and bandwidth on redundant stand-alone customer training tools and systems. Using the learning platform that your L&D team already has can ultimately drive more value for customer training initiatives, while giving learning leaders in your organization a new metric for measuring the success of L&D programs.

THE ONE PLATFORM BLITZ

HR LEADERS + L&D ADMINS

CX & SALES LEADERS

BUDGET SPEND

BANDWITH

EXISTING PLATFORM

02
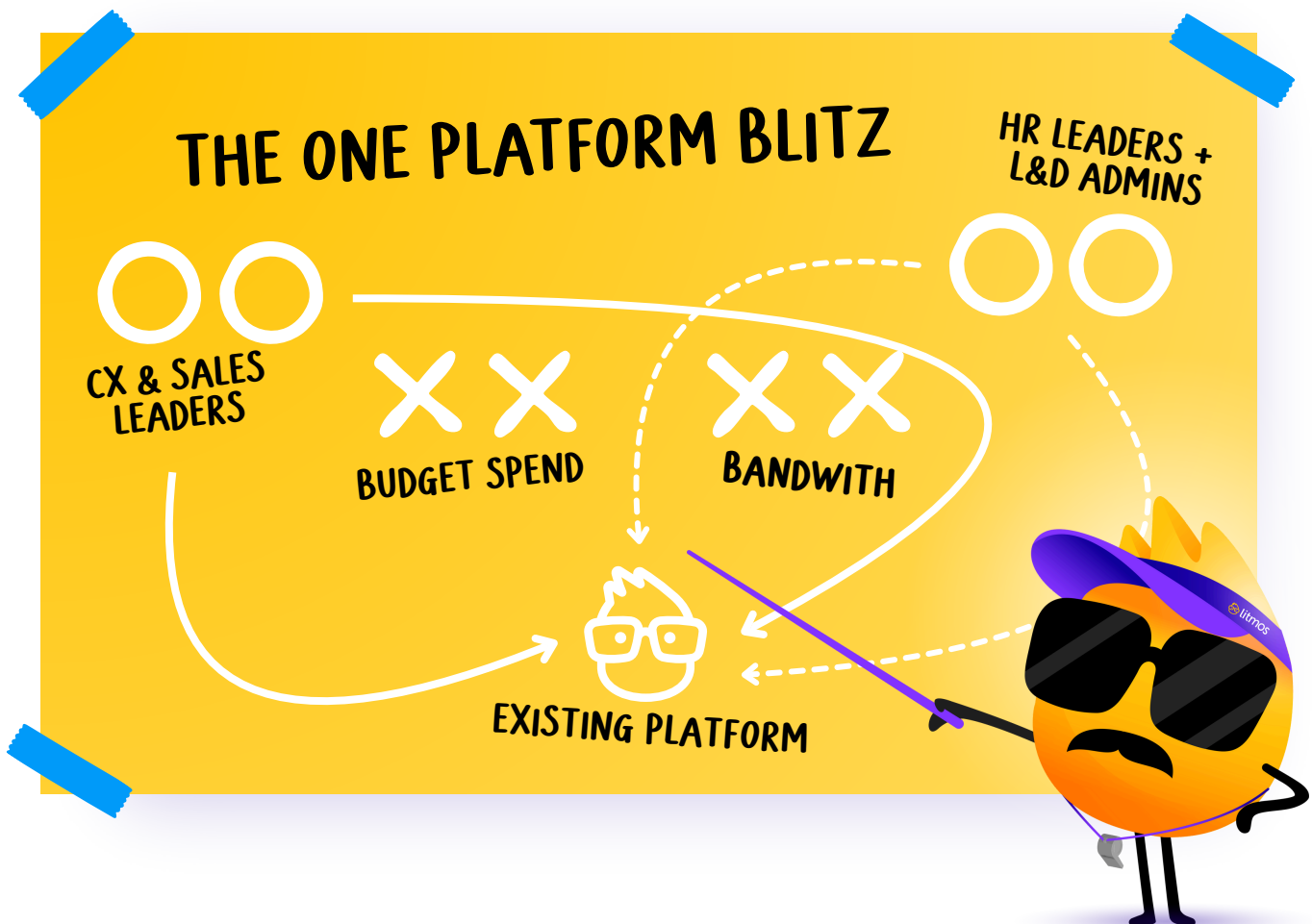
Drive Frictionless Self-Service

Instant personalization of the customer experience has become the norm, accelerated by the rapid adoption of artificial intelligence (AI) across industries and verticals. Sales and CX decision-makers understand the value of providing a self-service training option for customers who may not want or need to interface with customer support reps to resolve their issues.

The learning platforms commonly used for employee development and compliance training can be extended and customized for customer education, reducing the need for additional investment in specialized solutions. An extensible LMS, like Litmos, can support multiple tenants, branding, and content can double as a self-service customer training solution. It helps customers get more value from your product while reducing the customer's reliance on support, giving CX teams more time to focus on strategic initiatives or complex tasks.

BE A GOLDFISH

let go of friction and swim toward smarter self-service.
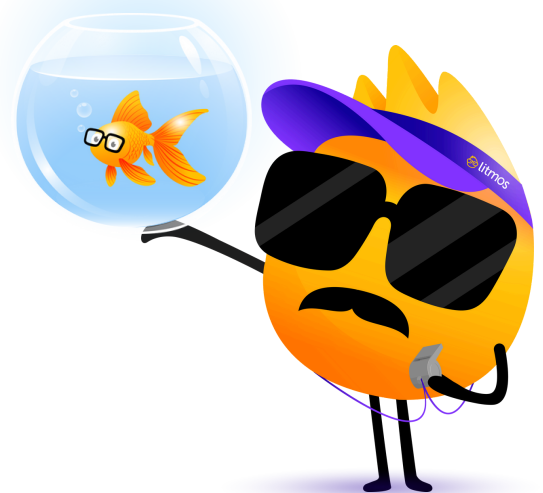
To build self-service CE experiences, leverage the following LMS capabilities:

CUSTOM BRANDING

Litmos lets users create custom brand experiences & UI for customer instances, providing consistent customer learning experiences.

TARGETED AI ASSISTANCE

Customers using the Litmos AI Assistant can instantly summarize product trainings or get recommendations for relevant customer education materials.
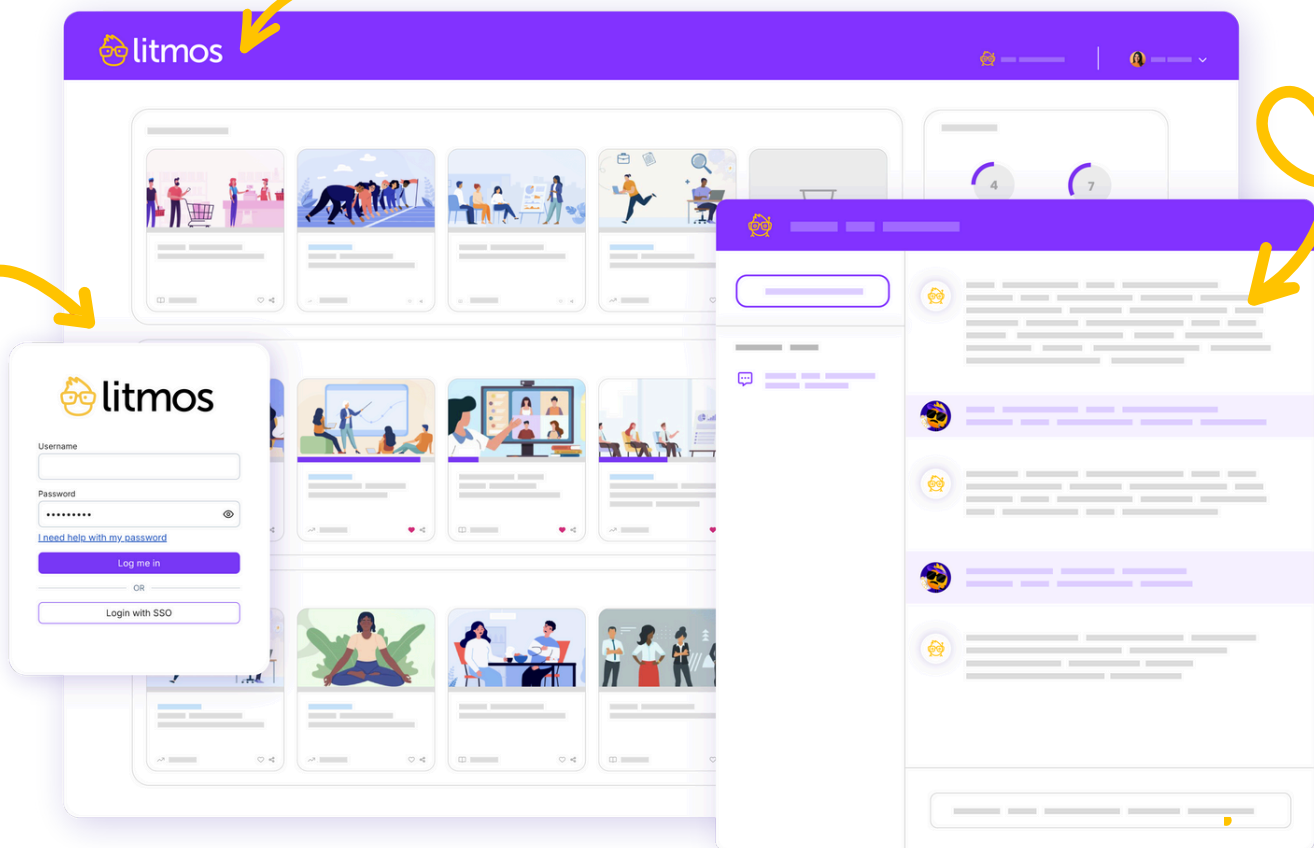
SEAMLESS SIGN ON

Litmos LMS reduces friction for customers in search of answers, by letting them access your branded customer education portal, through single-sign on (SSO), from any device.

03

Fuel Product Adoption and Growth Through Customer Training

Customer training serves as a powerful catalyst for product adoption, with business leaders attributing a 38.3% increase in product adoption to customer education.[1] By equipping customers with the knowledge and skills they need to use your product or service effectively, your organization can enhance the user experience and boost customer satisfaction. That's because well-informed customers are more likely to explore and embrace new features.

Companies can capitalize on the enthusiasm of their most evangelical customers by monetizing their customer training courses. Offering a public catalog of training courses or certifications that learners can pay for a la carte, or as part of a subscription, multiplies the impact of customer training by creating additional sources of revenue for your organization.

38.3%

increase in product adoption due to customer education.

To drive revenue through customer training, leverage the following LMS capabilities

GLOBAL SCALABILITY

With the ability to accommodate large user bases across various regions and time zones, Litmos offers multi-lingual support and flexible infrastructure to adapt to fluctuating demand.

CUSTOMIZED CONTENT

AI-powered content authoring tools make it easy for non-instructional designers to create customer education materials for a wider audience.
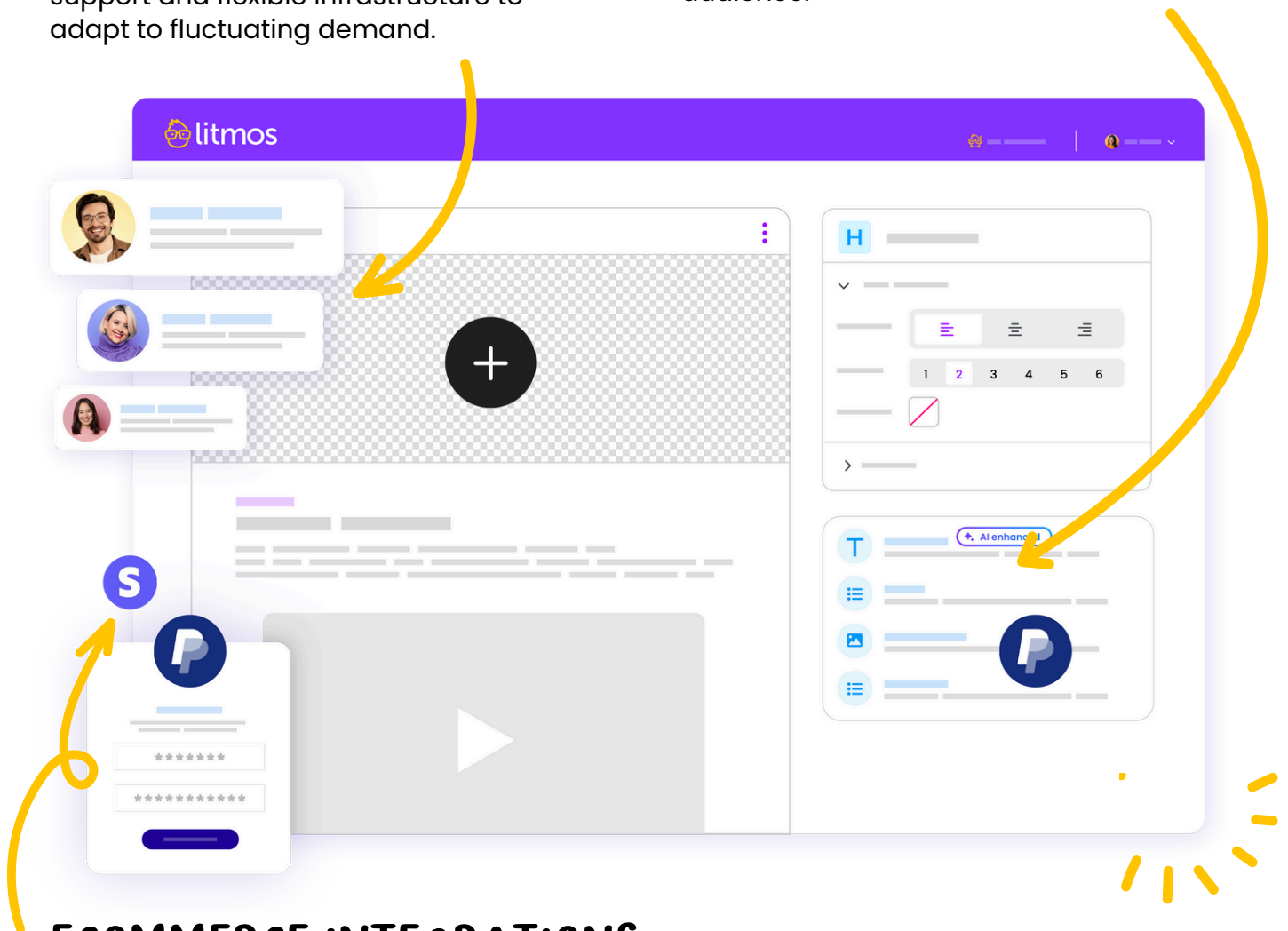
ECOMMERCE INTEGRATIONS

Connecting your LMS to popular eCommerce storefronts like Shopify can simplify how you sell training. Litmos integrates with Shopify as well as top CRM platforms like Salesforce's Digital Experience Cloud to optimize external training.

WINNING PLAY

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NAVBLUE

How NAVBLUE Reduced Support Tickets and Scaled Global Training

NAVBLUE, a leading flight operations services company fully owned by Airbus, serves **more than 600 customers** across the global airline industry. With no dedicated Customer Education team, the company needed a way to scale its training efforts, reduce support burdens, and foster a culture of learning for both customers and its **500+ globally distributed employees**.

In 2017, NAVBLUE launched the NAVBLUE Academy using Litmos, enabling them to centralize training delivery, streamline content creation, and support tens of thousands of learners worldwide. Since then, the small-but-mighty instructional design team has trained over **50,000 customers** and **2,000 employees**, set up **250+ customer accounts** and created several hundred custom courses using the Litmos Content Authoring Tool.

Implementing customer training through Litmos LMS has made a huge impact. The NAVBLUE team noted a significant decrease in support tickets as customers gained self-service access to clear, structured training. By leveraging Litmos' agile team management capabilities, NAVBLUE segmented customers into parent and product-specific sub-teams, leading to more personalized learning paths that empower customers and keep them engaged. By combining single-source content creation with powerful admin and reporting functionality, NAVBLUE exceeded their customer education goals while streamlining customer onboarding.

FINAL SCORE:
NAVBLUE WINS WITH LITMOS FEATURES

01 Bulk Import for people and course completions

02 Certificates for self-enrollment

03 Team Admins/Permissions and Roles

**04** News/Email communication function

05 Reporting features

04

Make Customer Training Data-Driven

With 98% of companies experiencing the negative impact of poor CX, many are turning to customer-specific solutions like CRMs to engage with customers, but more than half of decision-makers (53%) report difficulty in extracting customer data from CRMs in a way that can be implemented throughout the customer lifecycle and across the enterprise.[3]

Centralizing your organization's CE efforts by hosting training modules on a company-wide learning management system can give administrators and managers equal access to customer training data. Litmos [Manager Insights](#) and [Reporting & Analytics features](#) offer admins deeper insights into customer pain points and skills gaps, by providing instant, customizable, and automated access to key reporting metrics like course completion, assessment outcomes, and overdue courses.

53%

of decision-makers report difficulty in extracting customer data from CRMs
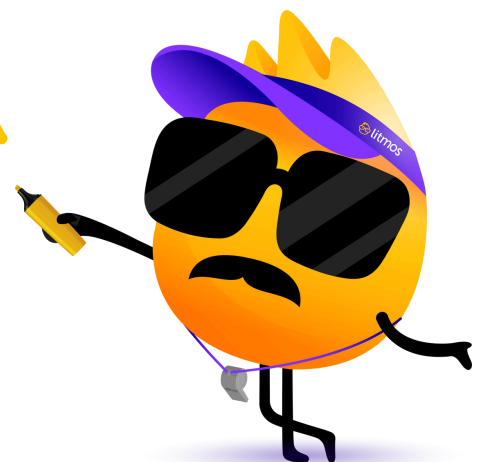
HOW TO MEASURE CUSTOMER TRAINING
SUCCESS

Speaking of measuring learning outcomes, here are a few more Key Performance Indicators (KPIs) that CX and L&D teams should be tracking to effectively measure the success of customer training initiatives. The most relevant KPIs for measuring the success of customer education programs are:

CUSTOMER EDUCATION ROI
Determine the business value of customer training by calculating the cost vs. benefits of training.

SUPPORT TICKET REDUCTION
Measure period-over-period percentage change in support ticket volume after implementing customer training. If support ticket volume has decreased, training is working!

TIME TO VALUE (TTV)
Measure the applicable impact of your customer training by seeing whether it takes less time for learners to achieve a specific goal or use a new feature after completing a training module.

PRODUCT ADOPTION METRICS
Assess product engagement to see how customer training may influence adoption.

NET PROMOTER SCORES AND CUSTOMER SATISFACTION SCORES
Evaluate how likely customers are to recommend your product or service and how satisfied they are in general, by comparing your company's NPS and CSAT scores before and after training implementation.

CUSTOMER RETENTION RATES
Analyze the impact of customer training on retention by comparing churn between trained and untrained customer cohorts.

#1

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Using your company's LMS for customer training is a no-brainer. From a CX perspective, you're taking the tool that L&D is already using to train internal teams, and seamlessly scaling it to train 400 customers within its own instance, branding, and content. In terms of business impact, that means you're getting 10x the value of your initial investment in the LMS, while building more trusting and profitable customer relationships in the process.

CHRISTOPHER HARDY
VP of Customer Success at Litmos

To gain actionable insights on customer training, leverage the following LMS capabilities

CUSTOMIZABLE REPORTING OPTIONS

Your LMS should let you access your data in the manner that suits you best. Litmos offers pre-formatted reports available on demand, customizable reports, and scheduled report delivery.

REAL-TIME ANALYTICS

Make sure that your LMS offers real-time learning data so that you can get up-to-date customer training metrics at a glance. Visual dashboards and widgets can be configured on admin dashboards for at-a-glance insights.
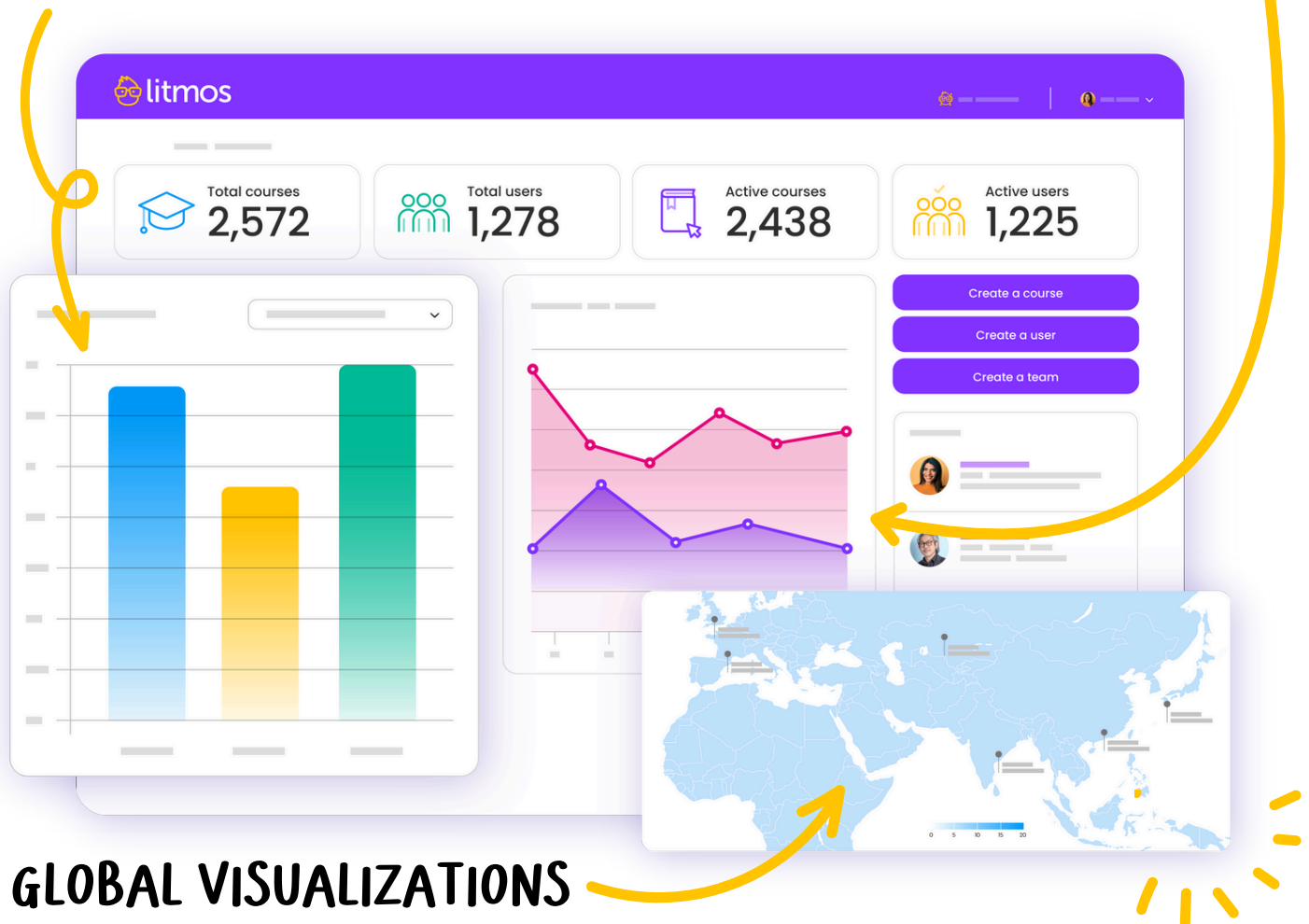
GLOBAL VISUALIZATIONS

See where customers are training and track their usage patterns. Litmos offers a world map visualization to show where users are logging in, popular learning times, and platform usage patterns.

WINNING PLAY

Dream Vacations Scales Customer Education With Litmos

Dream Vacations, a Litmos customer since 2013, has used their LMS to create and deliver a wide range of training materials for their customers: travel advisors located across the world. Using Litmos LMS, the Dream Vacation team has crafted a wide variety of courses to meet the diverse needs of their franchise owners, covering everything from hospitality industry skills to business operations, marketing and sales.

From 2023 to 2024, Dream Vacations has experienced double-digit growth in learning module consumption, with over **98,000 customer training modules** consumed. Estimating a per-user cost of **under $3**, Dream Vacation has found

Litmos to be a cost-effective, flexible and scalable customer training solution that empowers franchise owners to take charge of their training and progress at their own pace.

FINAL SCORE:
DREAM VACATIONS WINS WITH LITMOS FEATURES

01 | **98,000** Customer modules consumed

02 | **20%** Increase in user engagement

02 | **$3** Per user cost

05

Power Scalable, Customer-Centric Growth

Launching or scaling a customer education program does more than improve customer experience; it's a powerful program that drives business results across the enterprise. Choosing to invest in customer education is making an investment in your brand's reputation. Equipping customers with the knowledge and confidence they need to use your product or service effectively makes them more valuable, more likely to adopt new products, less likely to rely on customer support tickets, and even more likely to buy a certificate course that they can share with their professional network. By leveraging a robust Learning Management System with self-service, eCommerce, and learning analytics capabilities, your organization can deliver seamless, personalized learning experiences for customers without buying external customer training software solutions.

BELIEVE

Invest in customer education, and customers invest in you.

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Ready to transform your customer education approach and

UNLEASH REVENUE POTENTIAL?

Reach out to learn more about how Litmos LMS extensible and scalable platform can power customer training programs, customer academies, and more. Schedule a live demo today to see our LMS platform in action.

www.litmos.com