

# Customer Education

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## Adding Value to the Relationship

Customer satisfaction is a powerful key to profitability. As companies sell products that have complex administration, operation or service needs, they must ensure that their customers are knowledgeable and comfortable in using and supporting these products. More and more companies are finding knowledgeable customers continue to give them new business. You can help your customers by providing the latest information, training and certifications and decrease the need for product support. And most importantly, customer education can be a prime contributor to overall revenues.



Customer education programs have emerged as a powerful competitive strategy, enabling organisations to:

- Create new revenue streams
- Provide end customers with a more complete solution to their business problems, especially with complex products and services
- Generate opportunities for direct contact with end users
- Improve customer loyalty and make it less desirable to change suppliers





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From a business process and technology standpoint, customer education programs are similar to enterprise learning for employees. However, they also have some distinct requirements. Customer education organisations need to:

- Maximise revenue by actively marketing their learning offerings to customers
- Price learning appropriately based on individual customer attributes or overall discounting strategies
- Enact learning using pre-paid training agreements or branded technical certification programs
- Support multiple payment methods based on customers' needs
- Minimise costs through learner self-service
- Continually monitor program profitability

Using the IBM e-learning solution set organisations can now deliver

- Self-paced, self-service education offerings
- Blended learning solutions to reduce training time and costs
- Synchronous product training updates
- Customer certification programs
- e-Commerce self service offerings to allow customers to purchase training when required

Contact us if you would like to discuss your requirements further or to arrange a meeting and demonstration.

