

# *Customer Education is the New Customer Success*



**Bill Cushard**

*Director of Product Adoption Marketing  
Learndot by ServiceRocket*

*brought to you by*

client**success**



Happy families are all  
alike; every unhappy  
family is unhappy in it's  
own way.

- Leo Tolstoy

# The Challenges We Face...



1

You get one hire for marketing, customer success, and education

# The Challenges We Face...



1

You get one hire for marketing, customer success, and education

2

Your NPS is 37



# The Challenges We Face...



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- 2 | Your NPS is 37
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# The Challenges We Face...



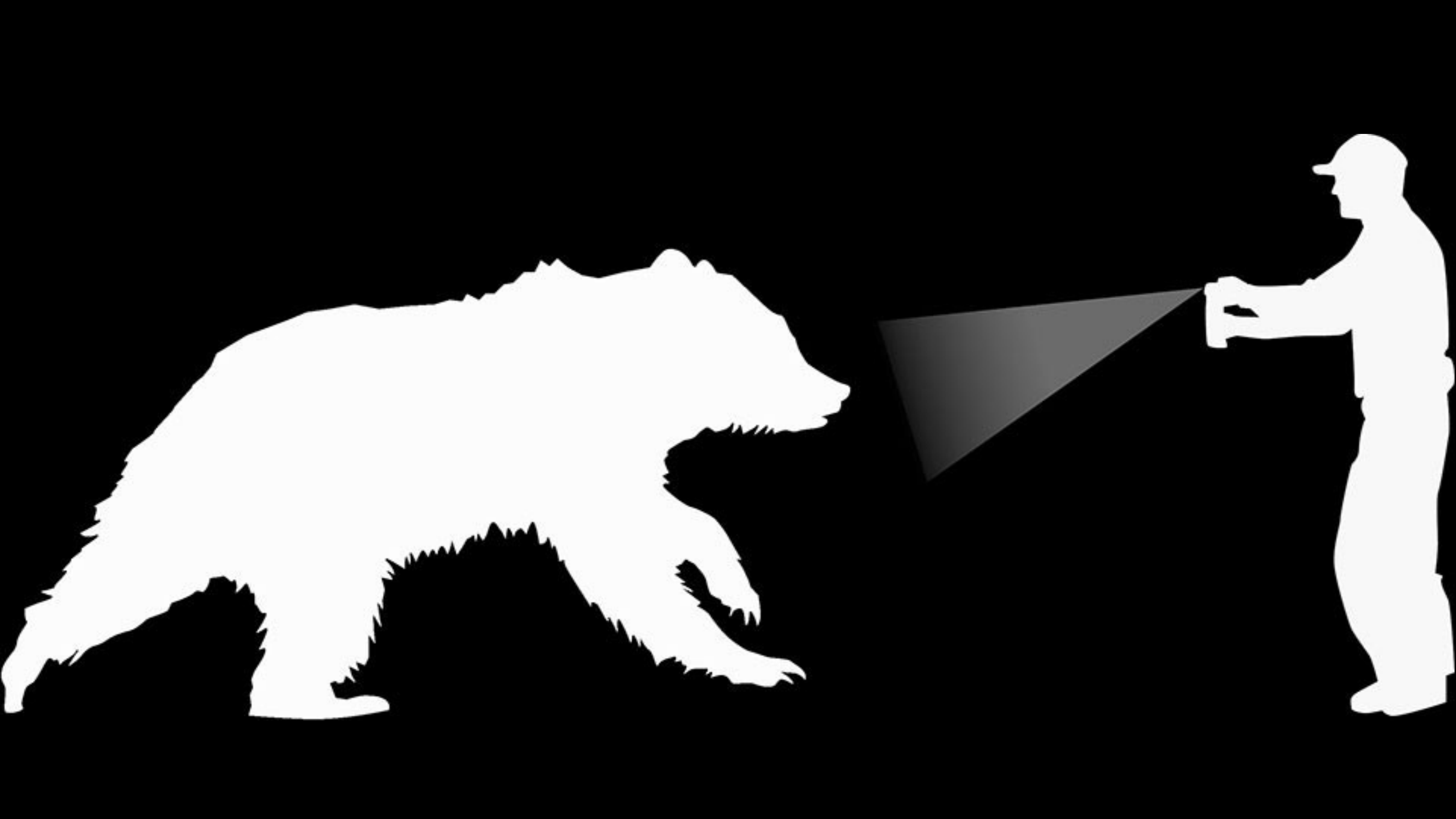
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**cloudera®**

Hire #20:  
Customer Education

2 | Your NPS is 37



Increased NPS from 37 to 56

- 3 | Product adoption is low. 90% of customers stop using the product in year 1.



**INTERCOM**

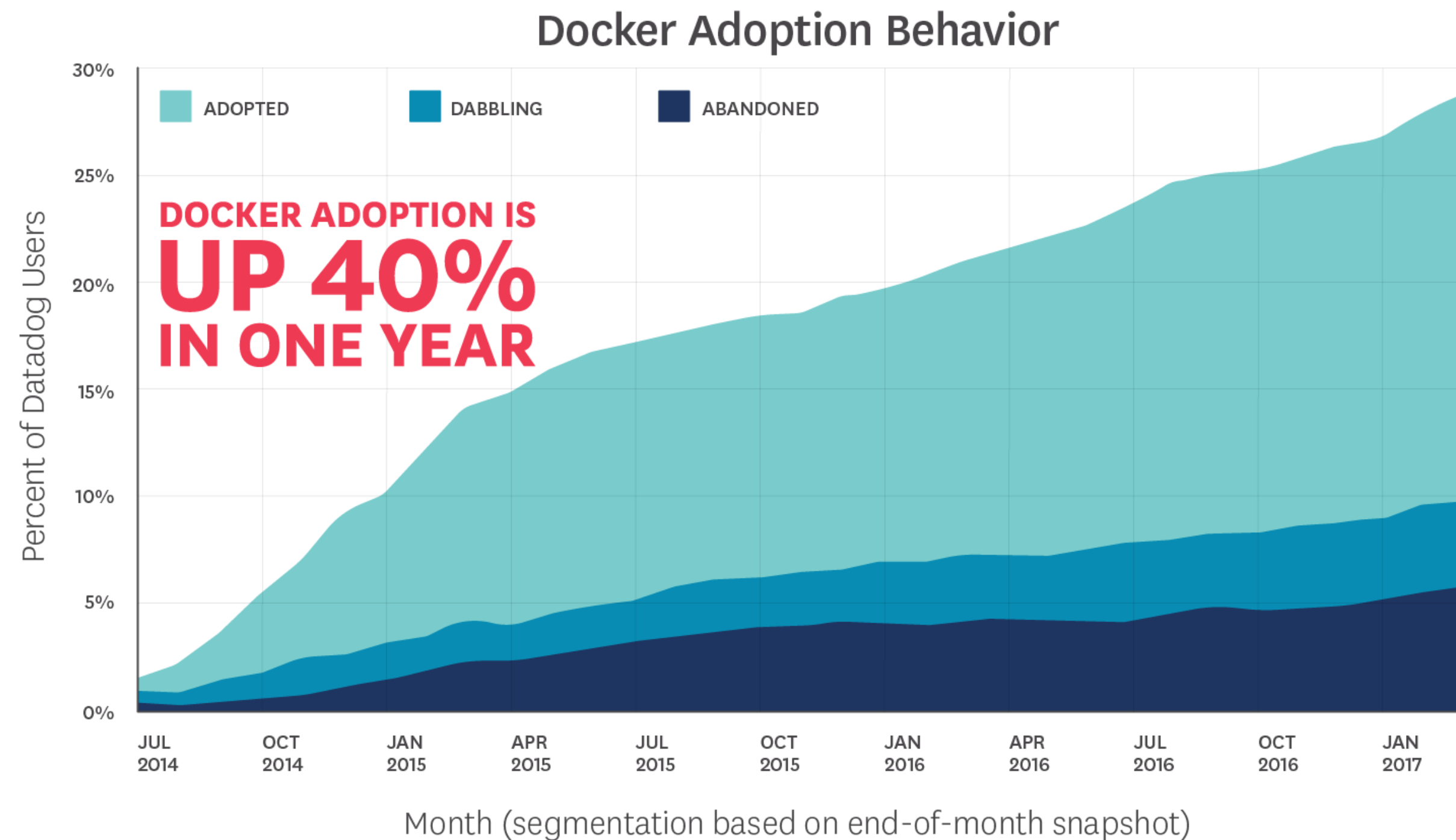
*Fender* **PLAY**<sup>TM</sup>

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HubSpot  
Academy



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Source: Datadog





CALIFORNIA INSTITUTE OF THE ARTS

STOP



# Design the right customer education strategy



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- 1 | Identify company goal | Define customer education goal

# Design the right customer education strategy



1 | Identify company goal | Define customer education goal

2 | Assess maturity level



# Design the right customer education strategy



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- 2 | Assess maturity level
- 3 | Prioritize education goal

# Design the right customer education strategy



- 1 | Identify company goal | Define customer education goal
- 2 | Assess maturity level
- 3 | Prioritize education goal
- 4 | Create roadmap (quarterly and yearly)



# Google



Google Search

I'm Feeling Lucky



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