



How to Double-down on CS Without Breaking the Bank: Digital Customer Education



Intros



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Agenda

- Strategies for getting started with Digital Customer Education
- Tips to get your leadership buy-in
- Things to look out for when choosing an LMS platform
- Content creation strategies that won't take up much time
- Tactics for promoting your academy
- KPIs and metrics that you can use to measure success
- Q&A



Why Digital Customer Education?



Getting Started with Digital Customer Education.

Common Challenges

- Small team
- What do I even need?
- Lack of resources
- Imposter syndrome



Leadership Buy-in.

How to approach the conversation?

- Scaling the team without headcount
- Small lift in the beginning will lead to hundreds of saved hours in 1-2 months.
- Contextualize and Aggregate SMEs knowledge into a single customer-facing system
- Data & Behavioral Insights! Correlate churn risk, renewal rates and learning data to understand how Digital Customer Ed is affecting the bottom line.



Choosing an LMS.

Questions to ask.

- What type of content do my clients resonate with?
- What Data and Where?
- How do my customers access my company's ecosystem?

Things to know.

- “Learning Management System” is the wrong word to use! Digital Customer Education Platform
- Service level of the vendor can make or break your first-time education experience
- Look and feel matters! Can the vendor extend the design experience to your liking?



Creating Content Fast.

You got this!

- You have more than you think
 - Look to external resources such as: blogs, knowledge centers, eBooks, webinars, sales decks
 - Don't forget your internal resources, too! Confluence, Notion, Slack, etc
- Quality *isn't* everything
- Use AI
 - Generate ideas
 - Outline scripts
 - Create faster



Promoting Your Academy.

Shout it from the rooftops

- **Make a plan**
 - From launch to course adoption
 - Get marketing team involved (You're not alone)
- **Use ALL the tools**
 - Use email, social media, notifications, banners, etc.
- **Enlist all customer facing teams**
 - Give them the info they need to reach out to their customers



KPIs & Metrics.

What to measure?

- **Learning Goals**
 - Acquisition: Course Enrollment & Activity Drop off
 - Engagement: Course Completion, Number of Completed Courses, Course Popularity
 - General: Average Course Completion Rate (70% is the national average!)
- **Business Goals - Are you seeing a...**
 - Decrease in:
 - Tickets per customer
 - CSM training meetings
 - Churn or Contractions
 - Increase in:
 - Webinar attendees
 - Renewal rates
 - Upsells & Cross Sells



Q&A





Thank you.

