

Measuring the ROI of External Learning

Three pillars to calculate and show the true value of training customers, partners, and professionals





Core Business Impact: Building and Retaining Revenue

For organizations who see training as their business, using a platform designed for external audiences can help accelerate revenue growth. For those that rely on subscription revenue, or train their customers on a product, education is a proven way to improve renewal and upsell rates.

Results from Industrial Training International:



**INDUSTRIAL TRAINING
INTERNATIONAL**

260%

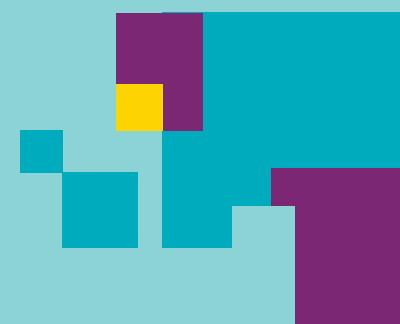
Training revenue growth in 12
months

520%

Increase in subscriptions

Track these metrics:

- Renewal rates
- New training revenue
- Upsell and cross-sell revenue





Product Adoption: Accelerating Onboarding and Driving Engagement

The process of driving engagement may start by acquiring customers through educational assets like white papers or webinars, but continues along a journey where you deepen the relationship with these customers and transform them into champions of your brand.

Results from Linux Foundation:



40k

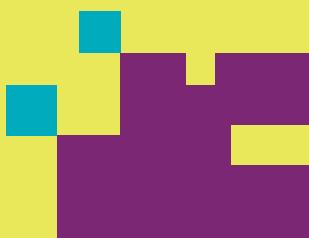
Certifications
completed

182%

Increase in
customer logins

Track these metrics:

- NPS and CSAT
- Course completion
- Product Adoption
- Onboarding rates and Time To Value (TTV)



3

Scale: Boosting Productivity and Lowering Support Costs

However impactful training has proven to be, if you can't scale it, the growth potential of your program has a ceiling. This pillar is about scaling your operations through self-service and automation, deflecting support tickets and allowing your customer-facing teams to limit repetitive conversations.

Results from Seismic:

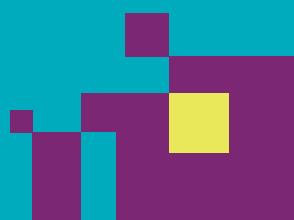
 **SEISMIC**

6,500
hours returned to the Customer
Support team

Customers served went
from dozens to
thousands

Track these metrics:

- Ticket mitigation
- Support costs
- Onboarding resources



For more information, check out:

