



# 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)





## 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

