

2022 State of Customer Education

Investment in customer education leads to bigger program ROI

In our 4th annual survey on the customer education industry, we partnered with premier global intelligence firm IDC to understand the impact of learning across the customer lifecycle.

Four takeaways from the 2022 Report:



Organizations are maintaining high investment in learning

96%

of companies either maintained or increased their investment in education this year



Revenue from education is going up

19%

expected revenue increase from customer education (up from 12% in 2021)



Education brings in benefits across entire customer lifecycle

15%

average improvement in metrics across customer lifecycle stages, from demand generation to brand champions

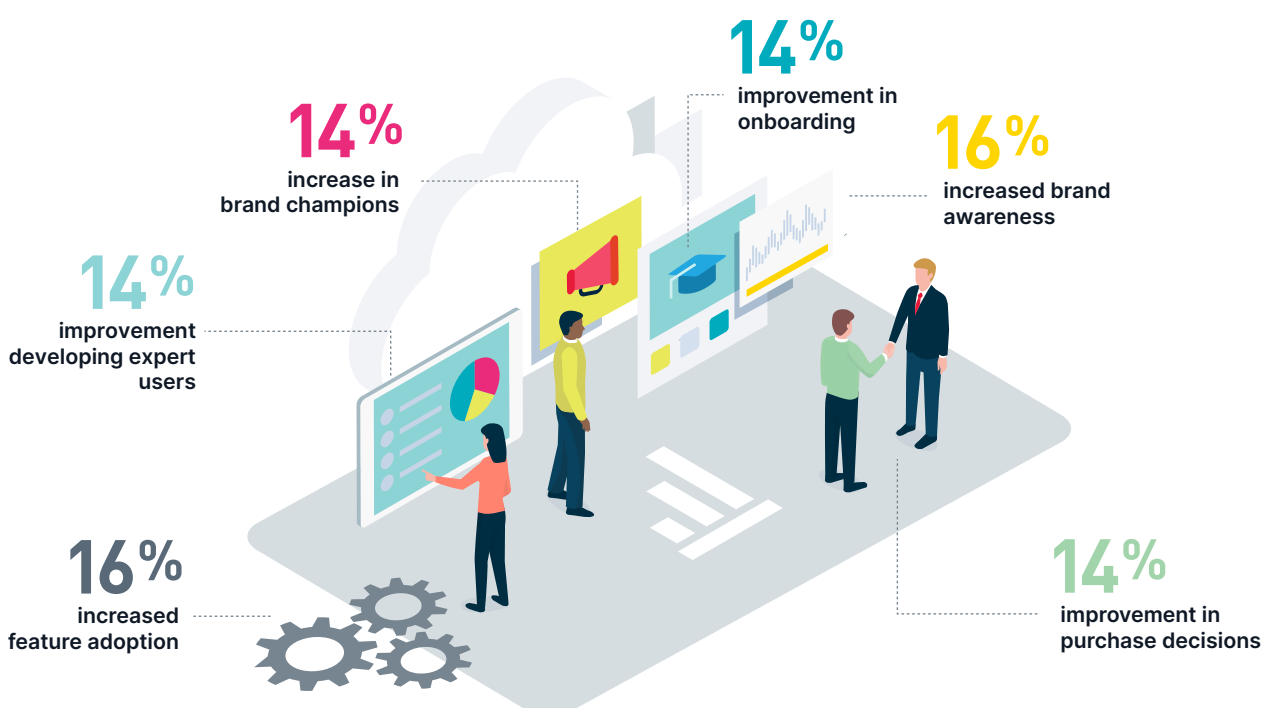


The more mature the program, the bigger the benefits

65%

average improvement across lifecycle metrics for very mature education programs

Survey respondents indicated major gains across the entire customer lifecycle attributed to customer education in just a one-year period.



IDC found that as organizations move their program into higher maturity, they achieve even greater results.

Respondents with the most mature customer education programs reported the following increases:



Brand champions/advocates

263%



CSAT

236%



Demand Generation

178%

As investment (and the desire to measure the ROI of training) increases, **the customer education tech stack is getting leveled up for many organizations:**

33.1% report adopting a [data warehouse](#)

37.7% have a [learning management system](#)

21.5% use a dedicated [credentialing platform](#)

26.9% are investing in a [business intelligence connector](#)

42.7%

indicated spending for customer education technology will increase in the next year.

Learn more about how your customer education program stacks up to competitors.

Get in touch: hello@thoughtindustries.com or www.thoughtindustries.com

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