

2021

STATE OF CUSTOMER EDUCATION

MORE REVENUE, LESS CHURN AS CUSTOMER EDUCATION BUILDS MOMENTUM

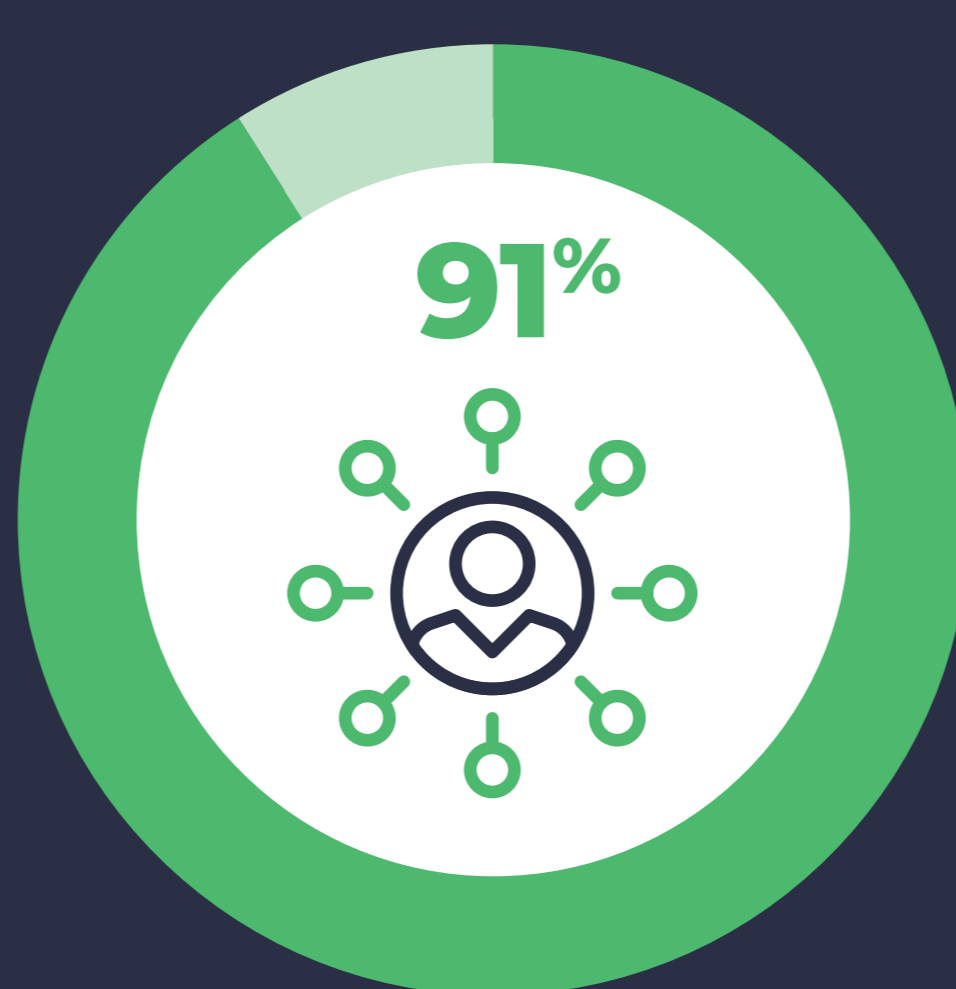
In 2021, we asked 200 Customer Education leaders about the current state, future goals, and pain points of their programs. Here's what we heard:

Almost all surveyed organizations are increasing their investments in Customer Education

60% increased their investment by 30+%



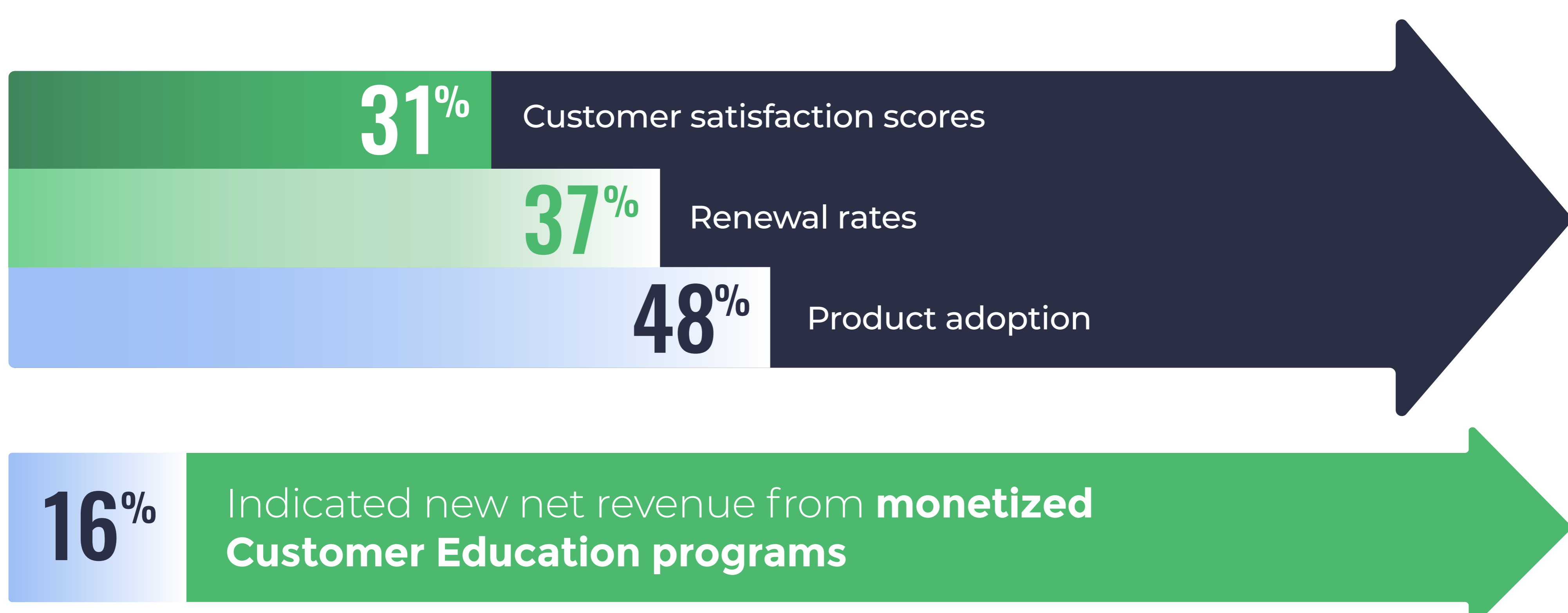
91% of programs reported continued expansion



45% reported "significant growth," a 15% increase over last year



Areas of Greatest Measurable Impact from Customer Education



Customer Education Programs Maturing, but Still Facing Challenges



Only 6% believe 75% or more of their learners are adequately trained



57% have difficulty reporting on customer success and revenue metrics



34% still face challenges distributing their learning content

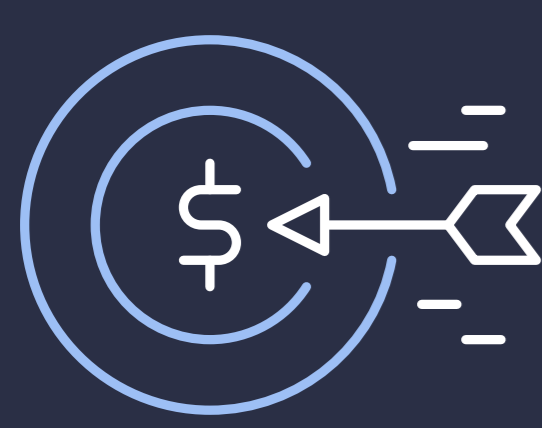
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A breakdown of Customer Education programs across industries



How Customer Education programs fit into the org structure



Strategies for monetizing Customer Education



How program leaders are setting goals and allocating investments

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