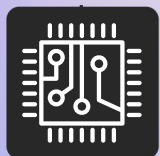
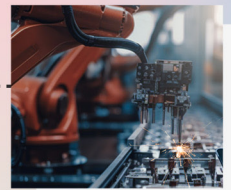
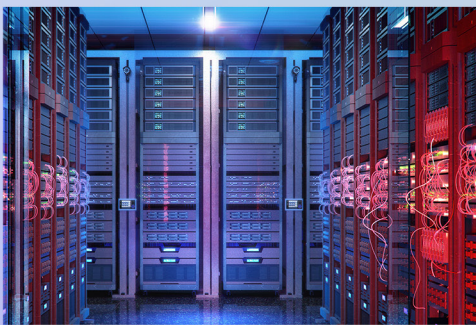




# 5 Reasons Why Adobe Learning Manager is the Leading Customer Education Platform for Tech Enterprises



As tech companies continue to develop cutting-edge products and services, the need for effective customer education has become paramount. It is no longer sufficient to merely offer a superior solution; success in an economy driven by innovation demands that customers understand, embrace, and fully utilize these technological advancements.

## What does Customer Education mean for Tech Enterprises?

Customer education for tech companies goes beyond simply providing instructions on how to use a product or service. It's a holistic strategy that aims to create a knowledgeable and empowered user base, which can significantly impact the company's success among the following ways:

**Enhanced Product Adoption:** According to [Forrester's thought leadership report on Customer Education](#), **75% of the business leaders surveyed agreed that customer education resulted in improved product adoption.** By educating customers on the full range of features and capabilities of a product, tech companies can encourage more widespread and effective use of their offerings. This not only increases the perceived value of the product but also drives deeper integration into the customer's workflow or lifestyle.

**Reduced Support Costs:** A well-educated customer base can troubleshoot common issues and make better use of available resources, reducing the volume of support inquiries. This allows tech companies to allocate support resources more efficiently and focus on addressing more complex issues. **In fact, 63% of those surveyed in the report agreed that decreased support costs and resolution time was a direct financial benefit of their customer education strategy.**

**Improved Customer Satisfaction and Retention:** **58% of the business leaders surveyed in Forrester's report agreed that they've observed their customer education**

**initiatives have led to an increase in their customer retention rate.** Customers who feel confident in their ability to use a product are more likely to be satisfied with their purchase and continue using the product over time. Moreover, providing education fosters a relationship where customers view the company not just as a vendor, but as a partner invested in their success, thereby enhancing loyalty and trust.

**Feedback Loop for Product Improvement:** Engaging with customers through educational initiatives can provide valuable feedback on product usage, pain points, and desired features. This insight can inform product development and refinement, leading to better products that meet customer needs. For instance, you can drive targeted marketing campaigns towards your customers by integrating Adobe Marketo Engage with Adobe Learning Manager by using insights gathered from their course enrolments, course completions and skill attainment.

You can also use these insights to drive upsell and cross-sell propositions. **58% of those surveyed in Forrester's report agree that their customer education strategies have generated a higher wallet share of upselling and cross-selling opportunities.**

**Monetized Training:** For some tech enterprises, customer education can also be a revenue stream. **68% of business leaders surveyed in Forrester's report agree that offering monetized training is a part of their customer education strategy.** Offering premium training courses or certifications can generate additional income while providing customers with valuable, in-depth knowledge of the product. This approach not only enhances customer expertise but also creates a new avenue for business growth.



For example, imagine you have a cybersecurity firm that offers a suite of tools for enterprise security. Recognizing the complexity of your products, you develop a certification program where IT professionals can gain specialized knowledge in cybersecurity best practices using your tools. This way you can monetize your certification program and create an additional income stream while ensuring that customers are well-equipped to use your products effectively.

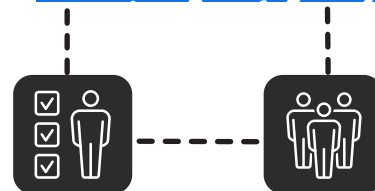
**Sales Enablement:** Educating customers can also empower the sales team by providing them with informed, confident clients who understand the value of the product. This can lead to smoother sales processes, quicker adoption rates, and higher customer satisfaction, ultimately driving sales performance and growth.

In fact, **72% of the leaders surveyed in Forrester's report agree that customer education strategies have enhanced their sales enablement process.**

For example, A company specializing in data analytics software provides free online workshops and webinars for potential customers. These educational sessions cover key features of their software, data analysis techniques, and case studies demonstrating successful implementations. By educating prospects, the sales team can engage with more informed leads, facilitating smoother sales conversations and higher conversion rates.

**Community Building:** By fostering a community of knowledgeable users, tech companies can create advocates who share their expertise with others. This not only enhances the learning experience for all users but also creates a network effect that can attract new customers. **50% of the business leaders surveyed in Forrester's report have used customer education to build communities by way of cohort-based learning, topic-based discussion board, among others.**

The challenge for tech companies lies in both developing cutting-edge solutions and ensuring customers can leverage these innovations effectively to achieve their goals. This is where customer education comes into play, serving as a bridge between technological advancement and practical application.



## Popular Channels used by Tech Enterprises to Deliver Customer Education

The delivery of customer education is as diverse as the technology itself, requiring a multi-channel approach to cater to different learning styles, preferences, and accessibility needs. By carefully selecting and optimizing these channels, tech companies can create an educational ecosystem that not only empowers users but also fosters long-term engagement and loyalty. In this context, understanding the popular channels for delivering customer education is crucial for tech companies looking to maximize the impact of their educational initiatives.

**Webinars and Live Training:** Webinars and live training sessions are popular for delivering real-time instruction and interaction with instructors. They are often used for product launches, feature updates, and deep-dive training on specific topics.

**Video Tutorials:** Video content is a staple of customer education, offering visual and auditory learners an engaging way to understand complex concepts or step-by-step processes. Platforms like YouTube are commonly used to host and share these videos.



### **Documentation and Knowledge Bases:**

Comprehensive documentation, including user manuals, FAQs, and knowledge bases, provides a valuable resource for customers seeking self-service learning and quick answers to common questions.

**Community Forums and Q&A Sites:** Tech companies often foster online communities where users can ask questions, share experiences, and learn from each other. These forums can be hosted on the company's website or on platforms like Stack Overflow or Reddit.

**Social Media:** Social media platforms like Twitter, LinkedIn, and Facebook are used to share educational content, tips, and updates. They also provide a channel for interactive learning and engagement with the customer community.

**In-App Guidance:** Some tech companies integrate educational content directly into their products, using in-app tutorials, tooltips, and guided walkthroughs to help users learn as they use the software.

While the variety of channels for delivering customer education offers flexibility and accessibility, it also presents challenges that can dilute the overall customer education experience.

## **Issues Faced by Tech Enterprises in Driving Customer Education**

One of the primary issues is the scattered nature of these channels, which can lead to inconsistencies in the quality and depth of the educational content. Your customers may encounter varying levels of detail, outdated information, or conflicting instructions across different platforms, leading to confusion and frustration.

Furthermore, a non-unified approach to customer education can result in a fragmented learning

journey. Your customers might have to navigate through multiple platforms to find the information they need, leading to a disjointed experience that hampers knowledge retention and application. This lack of cohesion can also make it difficult for companies to track customer progress and engagement across different channels, hindering their ability to identify areas for improvement and tailor content to meet evolving needs.

We also see tech enterprises struggle with internal challenges to drive an effective customer education strategy. According to Forrester's report:

- **79%** of respondents reported that their Customer Education (CE) program content does not meet expectations due to their employees' technical debt.
- **77%** mentioned that functional teams operate in silos, reducing the speed of development and efficacy of their CE programs.
- **72%** pointed out a shortage of talent to manage their CE programs effectively.
- **70%** cited a lack of resources to hire the right people to manage their CE programs.

Addressing the challenges of managing and updating educational content across multiple channels, as well as the internal struggles faced by tech enterprises in driving an effective customer education strategy, requires a comprehensive and integrated learning solution.

Adobe Learning Manager (ALM) emerges as a potent solution in this context, offering a suite of features and bespoke experiences specifically designed to overcome these hurdles.

Here's why the Learning Manager is a great customer education solution for tech enterprises:



*5 Reasons why Adobe Learning Manager is the Best Customer Education Platform for Tech Enterprises*

## 1. Integrate customer education into your existing web presence

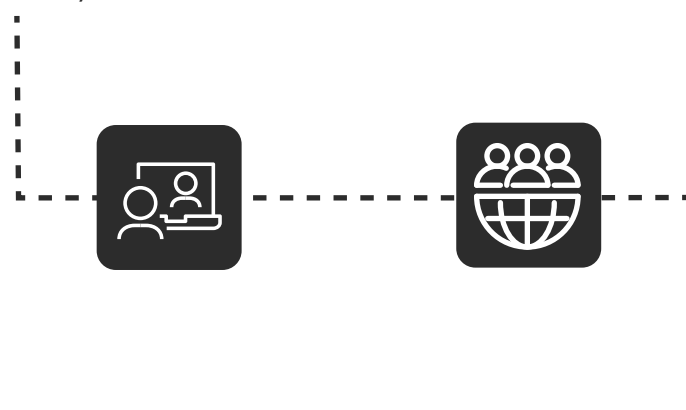
Feature/capability that enables this: Learning Manager components in AEM Sites, Learning Manager APIs, Fluidic player

Integrating customer education into your website can significantly enhance your SEO and SEM efforts. By adding educational content, you increase the relevance and depth of your site, attracting a wider audience and improving visibility in search engine results for relevant keywords. This content-rich approach encourages longer visit durations and higher engagement, which are positive signals to search engines and can lead to better rankings.

Additionally, high-quality educational content can earn backlinks from other reputable sites, further boosting your site's authority and search engine performance. By aligning your customer education strategy with your SEO and SEM objectives, you can create a synergistic effect that drives both traffic and customer engagement.

The result of this streamlined customer experience is a significant decrease in multiple touchpoints, as customers can access educational content directly on your website without navigating to separate platforms.

In a study by McKinsey, it was reported that average customer satisfaction fell by **40%** over the course of an onboarding journey ([source](#)). The more touchpoints a customer needs to cover, the worse the overall satisfaction score.

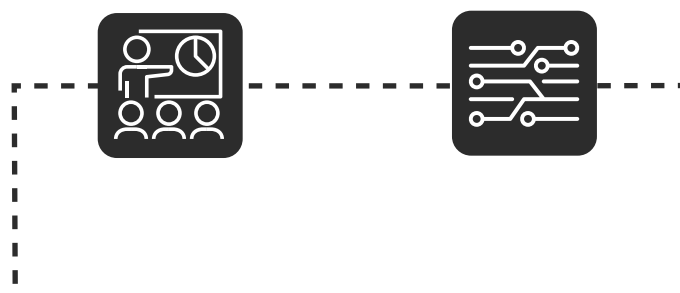


The screenshot shows the Nimbus Cloud Partner Pod website. At the top, there's a navigation bar with 'PRODUCT', 'SOLUTIONS', and 'LEARNING' links, along with a user profile icon. The main header features a large image of two people looking at a laptop. Below this, the course title 'Access to Nimbus 300' is displayed under the 'SELF - PACED' category. A description follows, highlighting the course's focus on virtual machine technology. To the right, a 'Course Progress' section shows '0/14 modules completed' and '0% Completed' with a progress bar. A prominent blue 'START' button is visible. Below the button, it states 'Levels achieved after completion' as 'Level 1 - Professional (Credit 3)'.

### *Headless Feature Implementation with Adobe Learning Manager*

With a “headless” implementation of the Learning Manager supported by a suite of comprehensive APIs, your customers don’t need to navigate to a third-party site to begin learning. You can create and integrate customer education right inside your existing web property that gets the maximum customer traffic. You can do this in three ways:

- i) If you already use Adobe Experience Manager (AEM) Sites, Learning Manager is now available out-of-the-box within AEM. You can use the Learning Manager components within AEM sites to build your customer education platform and integrate with your website in a matter of a few hours. This is a no-code/low-code approach to building your customer education platform where you can use the code available in the AEM Reference Site, and if needed tweak it as per your requirements.
- ii) If you don’t use AEM Sites, you can use the power and flexibility provided by the Learning Manager APIs to create a bespoke customer education platform that’s part of your existing web property and has your end-to-end branding. Learning Manager is perhaps the only LMS that has the most comprehensive suite of APIs. Any functionality that is available in the native version of Learning Manager can be replicated through APIs in your bespoke customer education platform.
- iii) If you just want to embed specific learning objects and track their consumption as part of your existing web content, you can do that too using the Learning Manager “fluidic player.” The Learning Manager fluidic player is an industry-first and the only content player that has a modular architecture and supports virtually any format of learning content be it videos, PDF documents, PowerPoint slides, SCORM e-learning content and more.

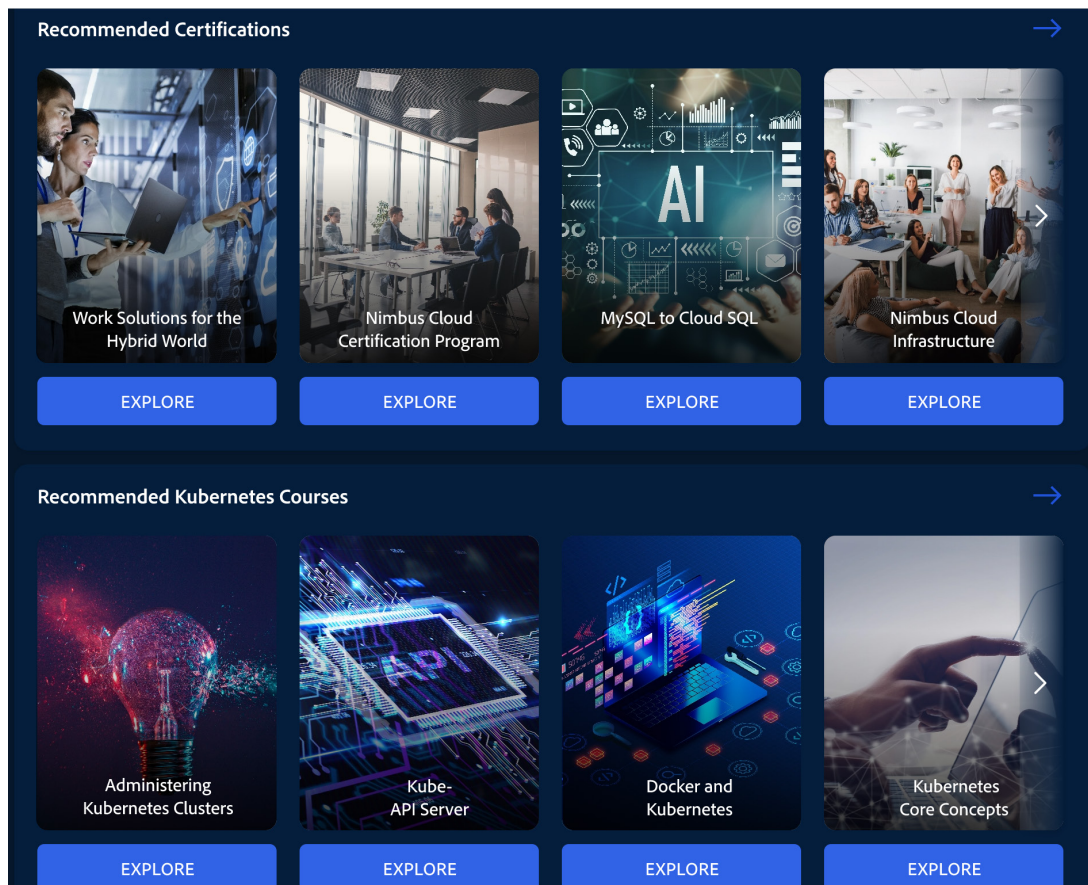


## 2. Engage your customers by providing personalized learning

Feature/capability that enables this: Learning Manager recommendation algorithms, Machine learning and AI

As a tech enterprise aiming to invest in customer education, you likely have a diverse range of products and services, each associated with various user personas tailored to meet different customer needs. Each of your customers might have purchased a different product or service and is leveraging a specific user persona that works best for their business. Further, your customers might be at different levels – beginner, intermediate, or advanced in terms of using a specific product/service.

In such a scenario, how do you drive learning recommendations so that it feels personalized for each customer without having to employ an army of learning administrators to manually drive the recommendation efforts? This is where Learning Manager's new recommendation algorithm that pivots on products, roles, and levels and uses AI (Artificial Intelligence) to drive learning recommendations gives you an edge.



*Personalized learning with Adobe Learning Manager*

Let's get into a brief overview of the mechanics of how this works. As soon as a customer onboards to your customer education platform, information is gathered by Learning Manager about the "products" the customer has purchased, the user personas or "roles" relevant to them, and the "level" – beginner, intermediate, or advanced, they identify as applicable to them. This information contributes to building a customer profile.



Imagine you run a software company that offers a range of products such as a project management tool, a customer relationship management (CRM) system, and a financial accounting software. Your customers include small businesses, mid-sized companies, and large enterprises, each using different products and having employees with varying levels of expertise.

- Customer A is a small startup that has recently purchased your project management tool. They are new to such software and identify as beginners. They have a few project managers and team members who will be the primary users.
- Customer B is a mid-sized company that has been using your CRM system for a year. They have a sales team and a marketing team who are intermediate users of the system, looking to optimize their sales funnel and marketing campaigns.
- Customer C is a large enterprise that uses all three of your products - the project management tool, the CRM system, and the financial accounting software. They have a diverse set of users, including advanced users in their finance department who rely heavily on the accounting software for complex financial analysis.

In this scenario, the Learning Manager's recommendation algorithm would work as follows:

- For Customer A, the algorithm would recommend introductory courses and tutorials on the basics of project management and how to get started with the tool. It might also suggest best practices for small teams and tips for effective collaboration.
- For Customer B, the algorithm would suggest intermediate-level training on CRM functionalities such as lead management, sales pipeline optimization, and marketing automation. It could also recommend case studies or webinars on how similar-sized companies have successfully used the CRM system.
- For Customer C, the algorithm would provide a mix of recommendations across all three products. For the finance team, it might suggest advanced courses on financial reporting and analytics using the accounting software. For the project managers, it could recommend workshops on integrating the project management tool with the CRM system for better cross-departmental collaboration.

In each case, the Learning Manager's AI-driven algorithm personalizes the learning recommendations based on the specific products each customer has purchased, the roles of the users within the organization, and their proficiency levels. This ensures that each customer receives relevant and targeted training content, enhancing their overall learning experience without the need for manual intervention by learning administrators.

Moreover, learning content authors within your organization tag each piece of learning content with metadata on the products, roles, and levels that the piece of content is most relevant to. This information contributes to building the content profile for each piece of content.

Behind the scenes, Learning Manager's AI matches customer profiles to content profiles to display learning recommendations that's tailor-made for a specific product-role-level combination of your customers. To do this, Learning Manager uses both—explicit information provided by the customer and implicit information that it gathers by looking at customer activity within the platform, number of enrollments for a piece of content, user ratings, recency, and peer activity.

Learning Manager fine tunes the learning recommendations over time so that your customers always find learning that's relevant to them in a Netflix-style user interface.

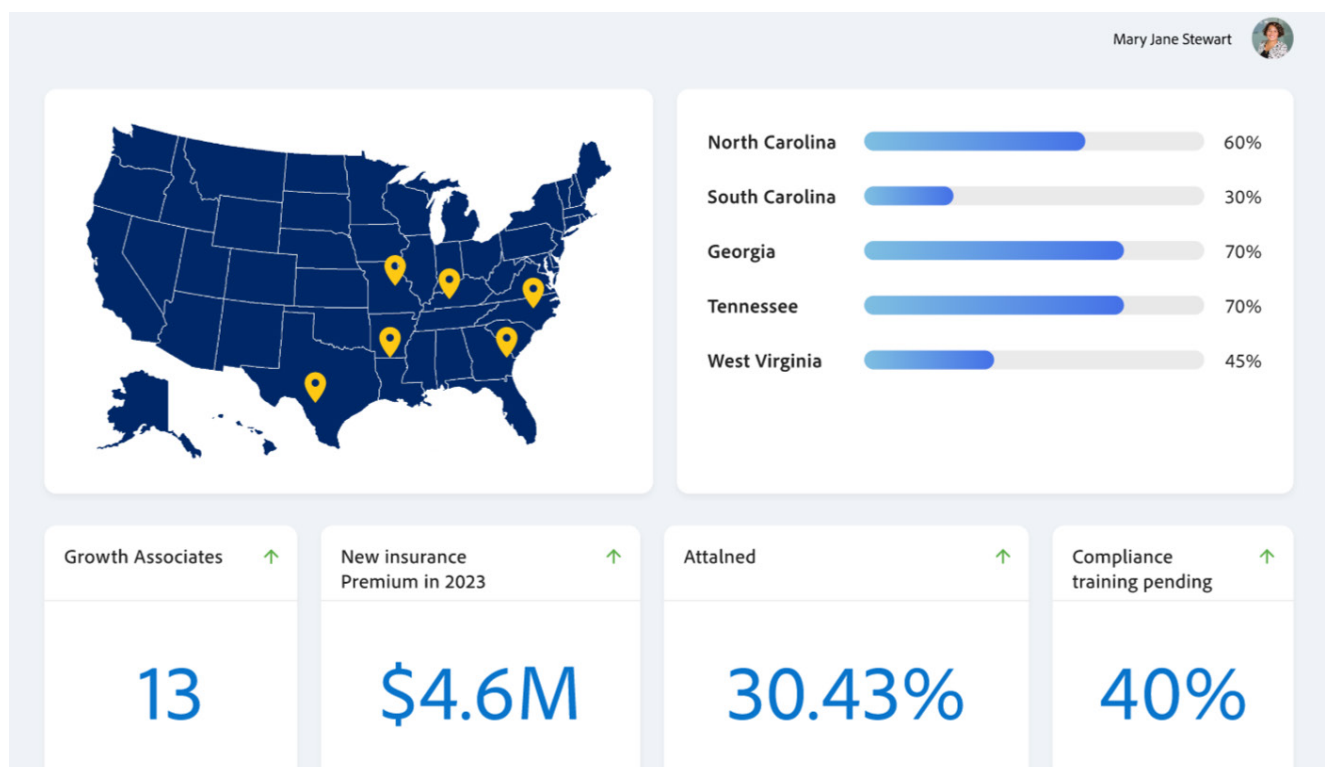


### 3. Boost your upsell, renewal, and marketing efforts with data from your customer education platform

Feature/capability that enables this: Marketo integration, Salesforce connector, Custom reporting roles

For tech enterprises, the data and insights captured by your customer education platform are invaluable assets. Specifically, three key teams within your organization can leverage this data to drive success and enhance their strategies.

- **The Marketing Team:** Data from your customer education platform can provide insights to your marketing team to drive personalized campaigns to market both—your products/services, and paid training that bring revenue. Learning Manager supports a seamless integration with Marketo, which means learner activity data from your customer education platform such as course enrollments, course completions, skills progressions and so on can be written into Marketo. Your marketing team can query this data in Marketo to select the right audience for your marketing campaigns. For example, let's say you are launching a new product or service, you can find customers who have shown interest in similar products earlier from the learning activity data and create targeted campaigns for this set of customers.
- **The Sales Team:** Data from your customer education platform can provide insights to your sales team to drive upsell conversations. With the Salesforce connector which is available out-of-the-box with Learning Manager, you can export learning records such as learner transcripts, user reports, and skill reports to Salesforce. You can determine if the exported data should be linked with the 'User' table or the 'Contacts' table in Salesforce.



*An Illustration of Reporting Capabilities of ALM where Realized Sales Targets are correlated to Learning*

- **The Customer Success Management (CSM) Team:** Data from your customer education platform can help the CSM team identify areas where your customers might need support in better utilizing your products or services. Timely intervention by the CSM team using this data can help reduce churn and drive smoother renewals.

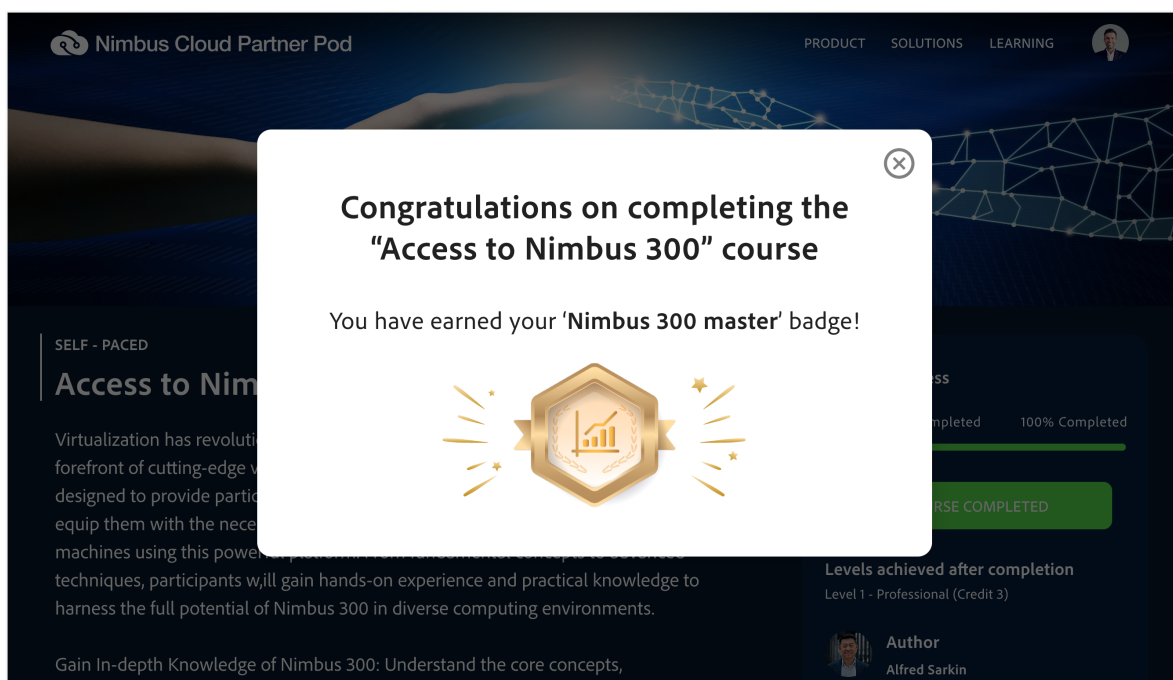
## 4. Make learning fun with gamification and social learning

Feature/capability that enables this: Built-in gamification, Social learning, Discussion boards, Learning Manager APIs

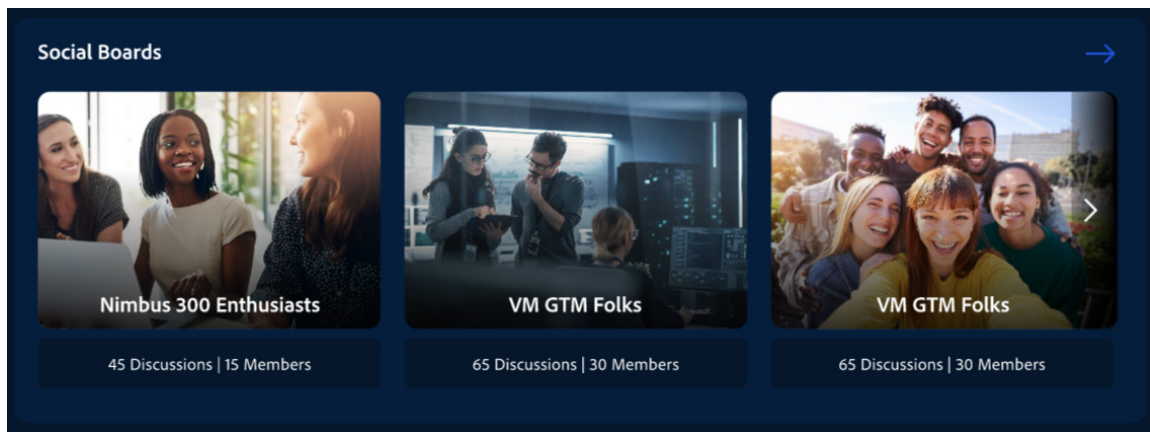
A majority of the learning activity on a customer education platform is self-driven. You probably won't be able to make it "mandatory" for customers to take up your courses, unlike internal training. Therefore, it is important that your customers find value in the courses you offer, remain engaged, and find incentives to keep coming back to your customer education platform.

Tech enterprises can significantly increase engagement and motivation by enhancing the learning experience with gamification and social learning. By incorporating elements such as points, badges, leaderboards, and interactive forums, you can create a more dynamic and enjoyable learning environment. This approach not only makes learning more enjoyable but also fosters a sense of community and competition, encouraging users to actively participate and collaborate in their educational journey.

Research has shown that gamification and social learning are effective in improving learning engagement. While the quality of the learning content you offer will drive the value proposition, Learning Manager helps you create a structural gamification layer to drive better engagement. You can create a gamification strategy to boost and reward desirable customer behaviors such as accessing your learning platform on a consistent basis and consuming learning activities, downloading materials, posting, and commenting on the social learning boards, providing feedback and rating to courses and so on. You can implement points, badges, and leaderboards available within Learning Manager to create your custom gamification strategy. Additionally, you can use Learning Manager APIs to connect to a third-party rewards redemption portal where learners can redeem gamification points for tangible rewards.



*Gamification in Adobe Learning Manager*



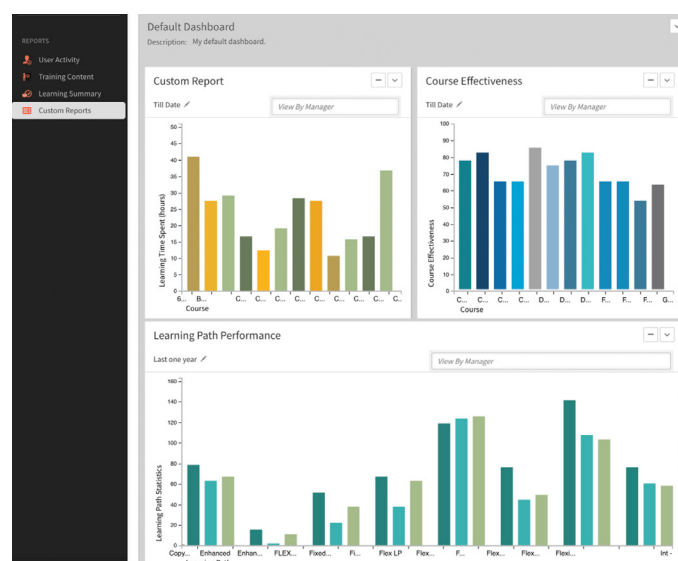
*Social Learning in Adobe Learning Manager*

One of the ways you can use Learning Manager's social learning feature is to create product-specific "discussion boards". This can be a space for customers to ask questions, get answers from subject-matter experts, and provide their impromptu feedback about your courses or your products in general. This can help you keep a finger on the pulse of your customers and take timely remedial actions. Your Learning Manager admins can enable, disable, and monitor activities in social learning. Admins can track social activity trends of your customers via a dashboard.

## 5. Robust reporting capabilities optimized for customer education

Feature/capability that enables this: User-groups, Custom reporting roles, Custom admin.

It's essential for tech enterprises to have robust reporting capabilities within their customer education platform. These advanced reporting features are optimized specifically for customer education, and help you track and analyze key metrics related to user engagement, learning progress, and overall effectiveness of your training programs. By leveraging this data, tech companies can make informed decisions to continually improve their educational content, identify areas for enhancement, and demonstrate the value of their customer education initiatives.



*Advanced and Customizable Reporting in Adobe Learning Manager*

With Learning Manager, you can track training consumption by customers to a very high granularity and answer business questions such as:

- For a customer segment or even a particular customer, what does the training activity look like in terms of logins, signups, etc. (Indicating the level of engagement from a particular customer.)
- Which trainings have high sign-ups but low completions or low assessment scores? (May indicate potential issues with the training content.)

However, in addition to detailed reporting on metrics such as customer visits, sign-ups, completions and more, Learning Manager packs practical solutions to reporting requirements specific to customer education that you are going to discover once your platform goes live.

Let's take an example. Learning Manager enables you to create "user-groups" based on attributes. Therefore, based on the customer name attribute, all users on your customer education platform from Customer "A" can be aggregated into one user-group. You can then pull user group-based reporting data to get insights on the learning activity of this specific customer.

If you want reporting for Customer A to be available only to specific users within your organization, for example Customer Success Managers aligned to Customer A, you can create custom reporting roles and selectively grant them access.

Your customers would want the ability to pull learning reports relevant to their business as well. In Learning Manager, you can create admin roles with custom access and privileges so that your customers can access reports specific to their organization in a self-service manner.

Learning Manager provides many industry-leading reporting capabilities optimized for customer-education use cases.

Prioritizing customer education is key to staying ahead in a competitive market. By integrating education into your web presence, leveraging AI for personalized recommendations, utilizing robust reporting, and incorporating gamification and social learning, you're not just educating customers, but also driving engagement, retention, and ultimately, business growth.

As you lead your company forward, a strong customer education strategy can be a powerful tool in your arsenal, one that can significantly impact your bottom line and ensure your company's long-term success in the tech industry.

Adobe Learning Manager is more than just a customer education platform; it's a strategic solution for tech enterprises aiming to foster a culture of learning and innovation. Its ability to deliver personalized, impactful learning experiences makes it an indispensable asset for companies looking to thrive in the Experience Economy.

Learn more about [Adobe Learning Manager](#).

