

# The Customer Training Imperative

According to the 2020 State of Customer Training report

96%

claim customer training is important to their company.

But only 14%

believe their customers are adequately trained.



## 5 Benefits of Customer Training

- Increased product adoption
- Stronger partnerships with customers
- Faster time to value
- Fewer support tickets
- Reduced customer churn

## The Priorities in a Pandemic



59% say retaining customers is a priority

56%

say moving in-person training to online or virtual instructor-led training is a priority



44% say focusing on customer engagement is a priority

64%

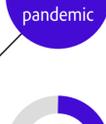
report spending more on training than they did prior to the pandemic



## The Shift to Virtual Training

Organizations have drastically cut back their in-person training in favor of virtual instructor-led training (VILT) and self-paced eLearning.

Before 52% of training was virtual



After 72% of training is virtual

42%

report spending more on learning technologies including authoring, delivery, gaming and LMS platforms.

39%

report spending more on learning services including delivery, administration, content development, technology integration and strategy.

## The 3 Biggest Customer Training Challenges



Customer engagement and adoption

Content management

Measuring training impact on the business

## Where Improvement is Most Imperative

When asked which part of the customers' lifecycle could use more or better customer training, respondents answered:

20%

In-depth product knowledge/certification

32%

Ongoing engagement / retention

37%

Onboarding

## Drivers of Successful Customer Training

Key Process Capabilities



The world's easiest-to-use virtual labs for software training, sales demos and POCs

CloudShare provides specialized solutions designed to meet a wide variety of business needs including lab environments for demos and POCs, virtual training, and development and testing. All CloudShare environments are completely customizable and offer on-demand access to infrastructure resources such as servers, storage, networking, and software.

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