

Enabling Virtual Learning Content for Customers

Virtual training can elevate the customer experience by delivering consistent content that drives engagement and effectiveness.

Organizations need to make a commitment to their customers and clients by providing them with the knowledge they need to make informed decisions. From product information to processes and procedures, virtual training can help customers quickly and efficiently obtain the information they need, when they need it most.

When it comes to educating customers, 71 percent of companies were rated effective at delivering product or service content to clients and customers of the organization, while 8 percent of companies were rated ineffective.

Many organizations may be effective at virtual learning content enablement (LCE), but not all companies utilize it with the same frequency across audiences. According to research findings, 47 percent of companies frequently use virtual LCE for customer education, but there were some notable differences when considered across industries. Companies in the business services, technology, and health care industries comprise the majority of utilization cases, while manufacturing and finance/insurance companies are at the low end of the spectrum.

The most substantial difference between customer education and LCE for other audiences was found in the choice of a delivery modality. As shown in Figure 1, customer-specific websites, information aids and videos were the most frequently used delivery methods, contrasting with the dominant role of instructor-led training for employee onboarding.

Figure 1. Delivery Methods for Customer Education

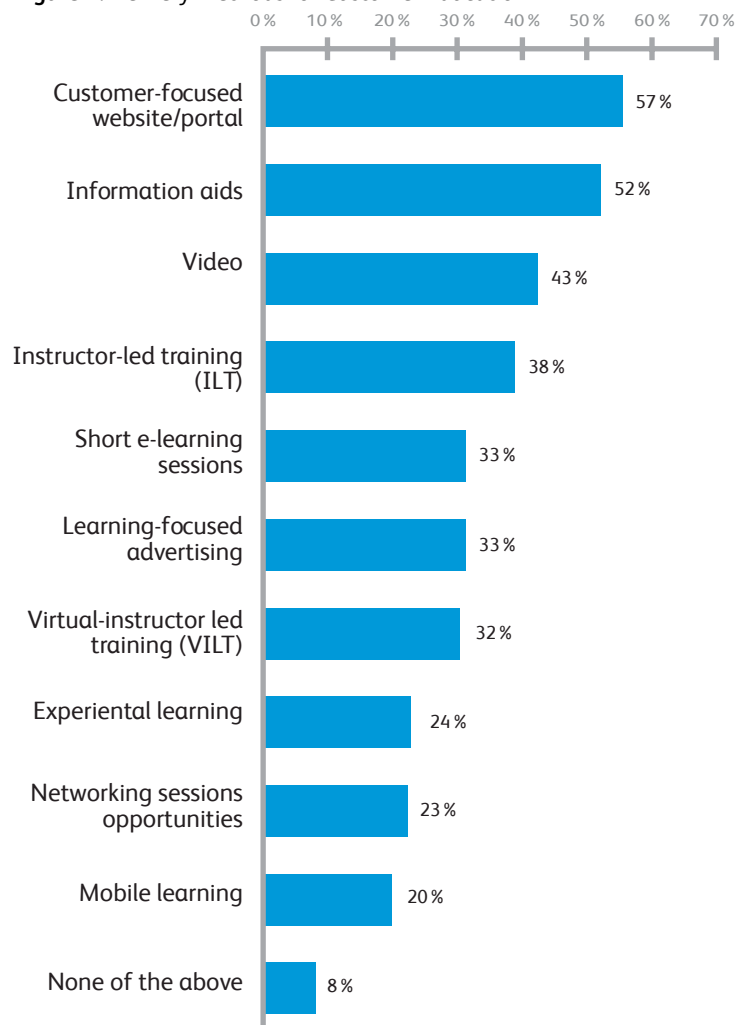
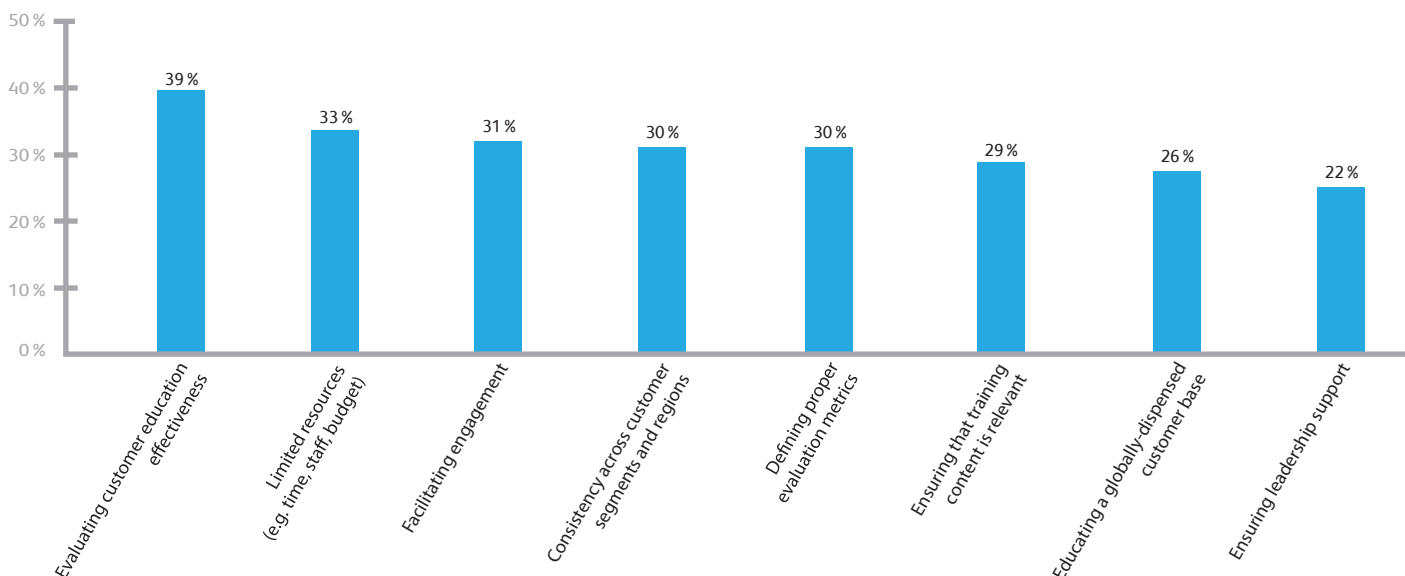


Figure 2. Challenges to Customer Education



Challenges to Customer Education

Learning and development can face a multitude of challenges when delivering training to customers and clients. Figure 2 displays the challenges most often faced in customer education efforts, with the biggest barrier being the ability to evaluate the effectiveness of virtual LCE. As with onboarding internal employees and external partners, limited resources were also identified as a significant challenge.

Best Practice

Ensuring that learning objectives are met is the key to determining the success of a training program.

Despite the fact that the majority of organizations use between three and six different delivery methods simultaneously to deliver content, this does not necessarily ensure that the customer experience is

streamlined and equivalent across modalities. According to research findings, 60 percent of organizations effectively integrate content delivery for customers across a variety of devices, such as mobile, web and intranet.

More critical than implementing virtual LCE across delivery methods is whether or not the objectives of LCE initiatives are met. When successfully implemented, virtual training can elevate the customer experience by delivering consistent content that drives engagement and effectiveness for potential and existing clients. Ensuring that customers efficiently find essential information can help build a solid client base that can drive long-term business results.

For more information, read the full research report on [“Enabling Virtual Learning Content for Customers.”](#)