



Customer Education

Benchmarks and Trends Report

2022

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Introduction

About this report

In this report, we'll share our findings from surveying 120+ external (customer and partner) education teams on trends in budgets, content formats, integrations, team size, and more. We've augmented the survey results with an anonymized analysis of data from external education programs hosted on Skilljar. We hope you can use these benchmarks to drive your own customer outcomes through learning.

Use this report as a guide to your external training efforts for educating, engaging, and retaining everyone you do business with. Learn how you stack up against your peers with the most up-to-date industry benchmarks, then take that information back to your internal stakeholders. This is your roadmap to understanding:

- How training teams, resources, and budgets are aligned and organized
- Trends in education program infrastructure, including analytics tools and key software integrations
- Top education metrics used to measure business outcomes
- Trends in content formats, including which types of content are driving the most customer engagement
- How teams are monetizing for education
- And more!

We want to extend a special thank you to the thought leaders and Skilljar customers that shared their expertise and insights with us in this report. Their contributions help move the industry forward and make this report more valuable. Thank you!



Highlights and takeaways

Measuring outcomes

- Only 41% of respondents are tracking their **customer usage, revenue, and CSAT metrics** as it relates to customer education. For those not tracking these success metrics, most noted that they would like to. (page 22)
- 80% of programs use **surveys** to evaluate and gather feedback. (page 26)
- 59% of programs are **not taking advantage of analytics tools** to track and monitor program performance and metrics. Either these companies are doing this manually or not tracking these metrics at all. (page 25)
- The greatest gap between what educators are tracking now and what they plan to track in the future is around **revenue metrics**, with over 70% of respondents indicating that this is an area of focus. (page 19)

Training team and infrastructure

- The majority of education programs (81%) are **focused on more than one use case**. This showcases the importance of **internal buy-in, cross-collaboration, and sharing resources** across the business. (page 10)
- The majority of education programs, regardless of audience, **sit within Customer Success**. (page 30)
- 75% of programs saw a **budget increase from 2020 to 2022**, suggesting that more executives recognize the value of customer education. (page 36)
- 77% of programs have **more than one integration with their LMS platform** to run their program. This suggests that companies are creating more experiences with their overall customer success and advocacy programs, and are taking advantage of operational and analytical tools that help them prove ROI for their programs. (page 38)

Content and training formats

- **Certifications remain the top program tactic** with 47% of respondents using them, and an additional 23% with a planning to implement. (page 42)
- **Video is the #1 increase in investment** companies are making next year. (page 59)
- 45% of programs **do not offer content that optimizes accessibility** to audiences with disabilities or needs. (page 55)
- There has been substantial growth, **over 5x increase, in Virtual Instructor-Led (VILT) programs** as a result of remote work/COVID-19 impact. (page 61)
- 48% of programs offer **more than one domain for their program** (unique academies or training websites for each end user/audience). (page 63).
- On average, **29% of a customer user base is engaged in training annually**. (page 20)

Firmographics

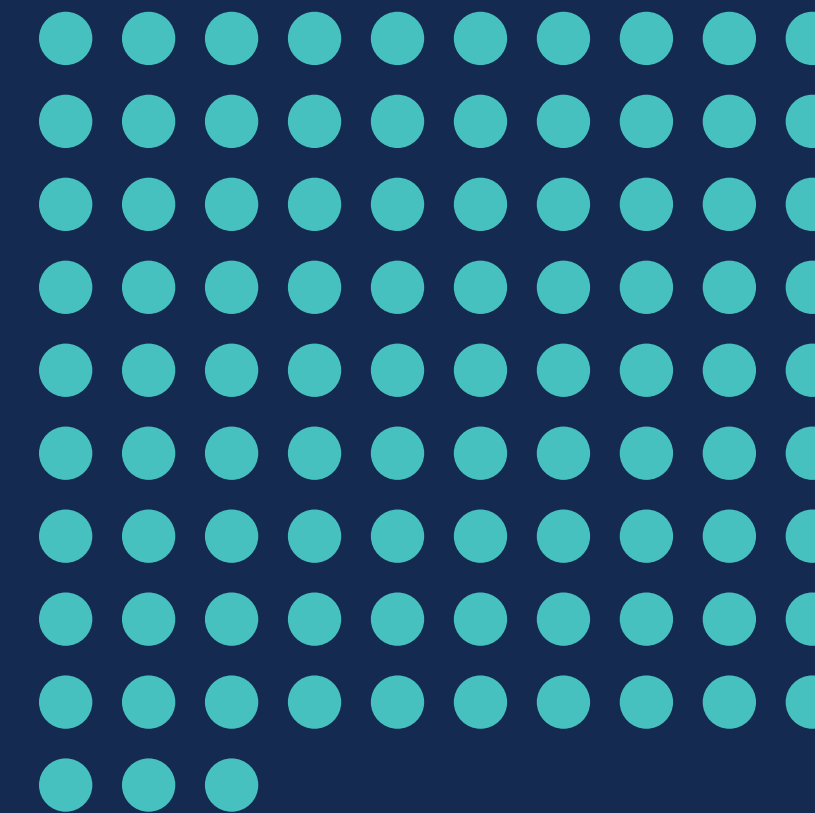
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Industry firmographics

The majority of respondents in this survey are in the Software and Technology industry (75%) where product adoption is crucial to the success of the business.

See how other companies are succeeding with their education programs on the next page.

Software and Technology



Insurance



Hospitality, Gaming, and Entertainment



Healthcare and Medical



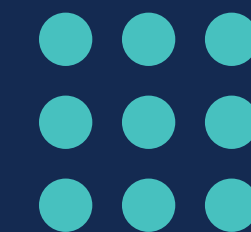
Pharmaceuticals, Biotech, and Medical Devices



Publishing, Media, Advertising, and Marketing



Business, Professional, and Technical Services



Manufacturing



Financial Services, and Banking



Agriculture, Forestry, and Fishing



● 1 dot = 1 respondent

Education is critical across industries

Dynamic Yield

Dynamic Yield, a web personalization company, engaged 70% of their customer and partner base in the first three months of switching to Skilljar from their previous LMS.

“ We were able to roll out and implement our new platform with Skilljar in 48 days—including 40 published courses, a blend of interactive and on-demand modules, and our live event registration process.”



ASHLEY BERMAN
Sr. Customer Education Manager
Dynamic Yield

ASHLEY'S TIPS FOR THOSE CONSIDERING AN LMS:

1. The longevity of your customer success strategy depends on a strong learning management system.
2. B2B customers have come to expect some sort of training or onboarding when they sign on. If you don't have it, it's a cause for concern.

Enact

Enact MI, a leading mortgage insurance provider committed to helping families achieve the dream of home ownership, saw a 71% course completion rate in the first three months of using Skilljar.

“ Loading content into Skilljar was easy. Moving to this training solution helped us meet our goal for a better user experience.”



MARYBETH MERKLE
eLearning Strategy & Development Manager
Enact

MARYBETH'S TIPS FOR LMS SWITCHERS:

1. Make a list of the features you must have versus those that are nice to have, and prioritize them.
2. If a vendor says they can do something, make them show you how it will work, because sometimes expectations can be misunderstood.

Apprentice.io

Apprentice.io, an intelligence software company specializing in the life sciences industry, has seen improved retention rates and increased positive customer feedback since implementing Skilljar.

“ Prior to COVID-19, we literally traveled to wherever our customers were. This global pandemic has changed the way customers typically learned—and received—training. Skilljar has allowed us to provide relevant training to where our customers are, when they need it.”



BERT LAMAR
Sr. Director, Learning & Development
Apprentice.io

BERT'S TIPS FOR LMS SWITCHERS:

1. Choose a company that puts people first.
2. Look for an LMS that allows both accessibility to education whenever and wherever they need it, as well as the ability to provide customization for your varying audiences.

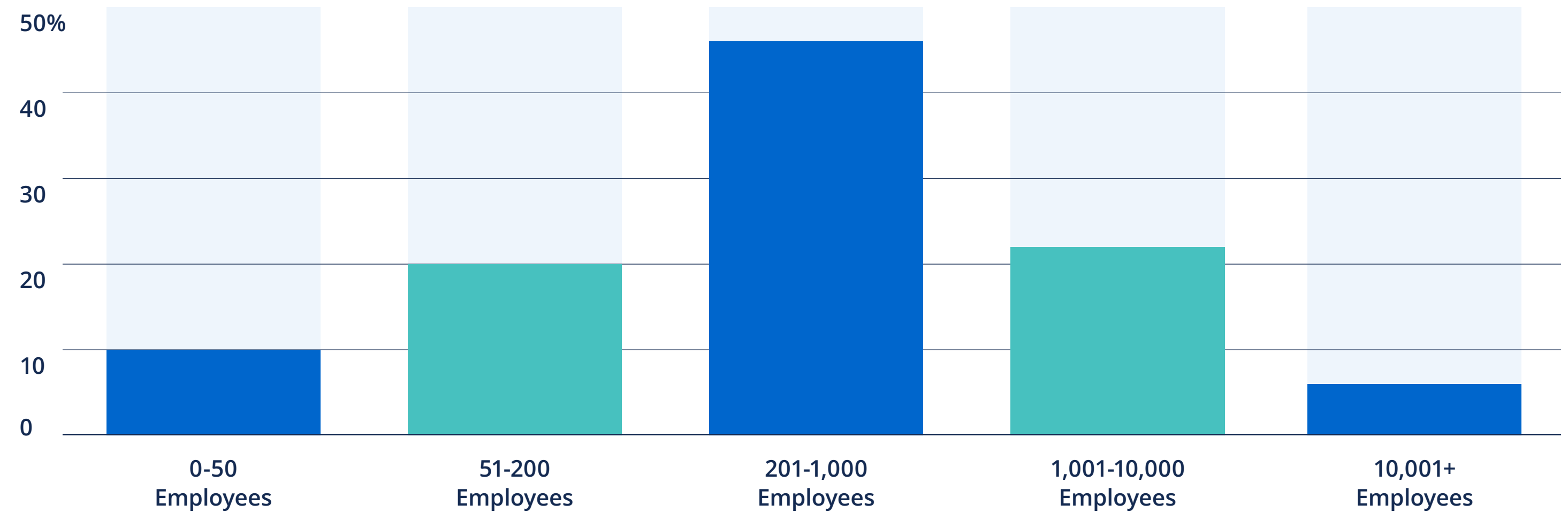
[See more customer success stories here.](#)

Company size

Of the respondents in our survey, the largest segment was mid-market companies at 46% (201-1,000 employees). The second largest segment was enterprise with 29% (over 1,000 employees).

What is the size of your company?

All company sizes were included in the data set and where appropriate, we split up the data sets by segment to show varying responses based on employee size of company.

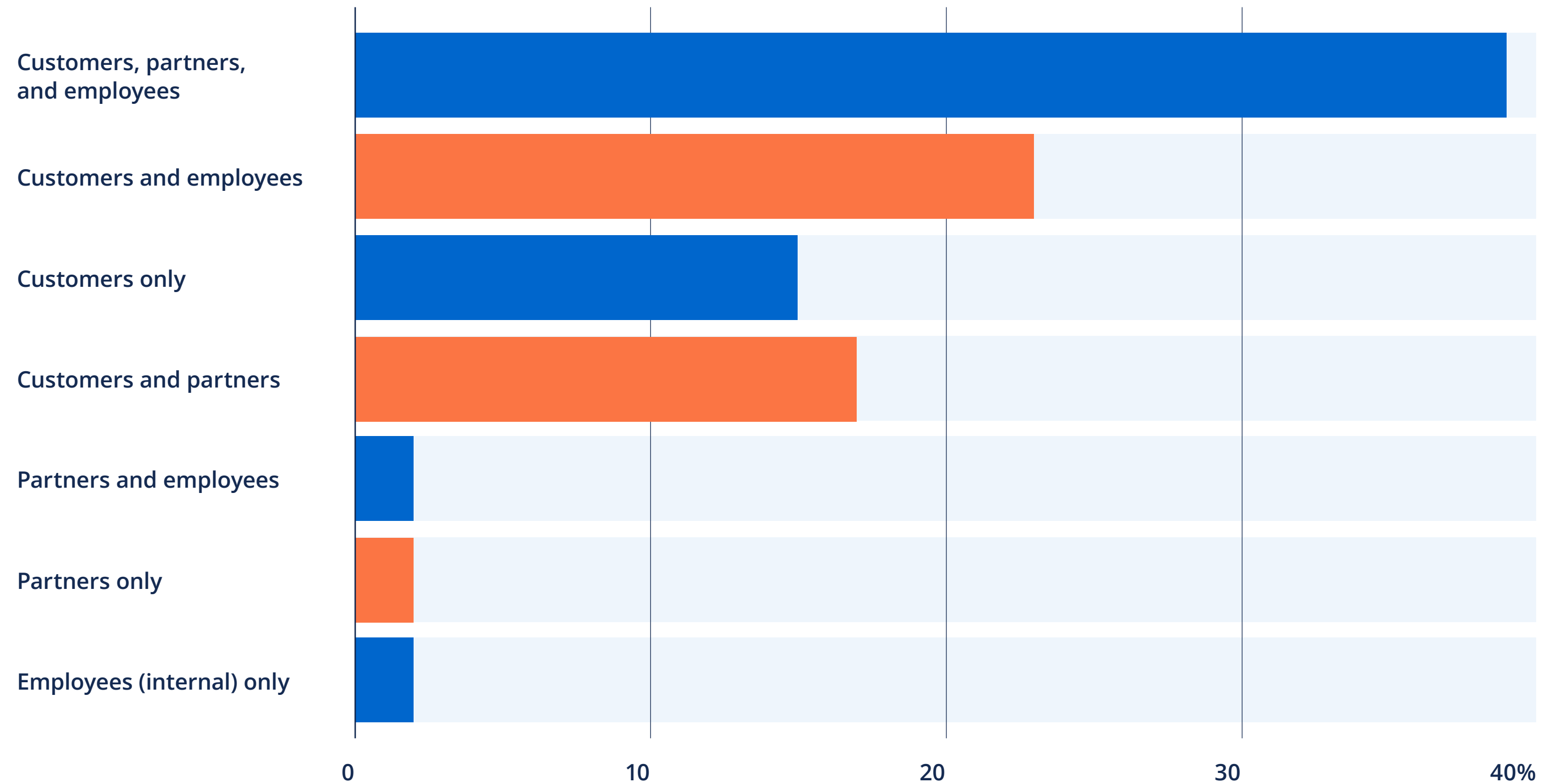


Education program

98% of programs are focused on training an external audience (customer and partners), 81% have an element of their program focused on customers (but they also have other audiences), and 19% are focused on only one audience.

Who are your training audiences?

Below is a complete view and breakdown of the various education programs.

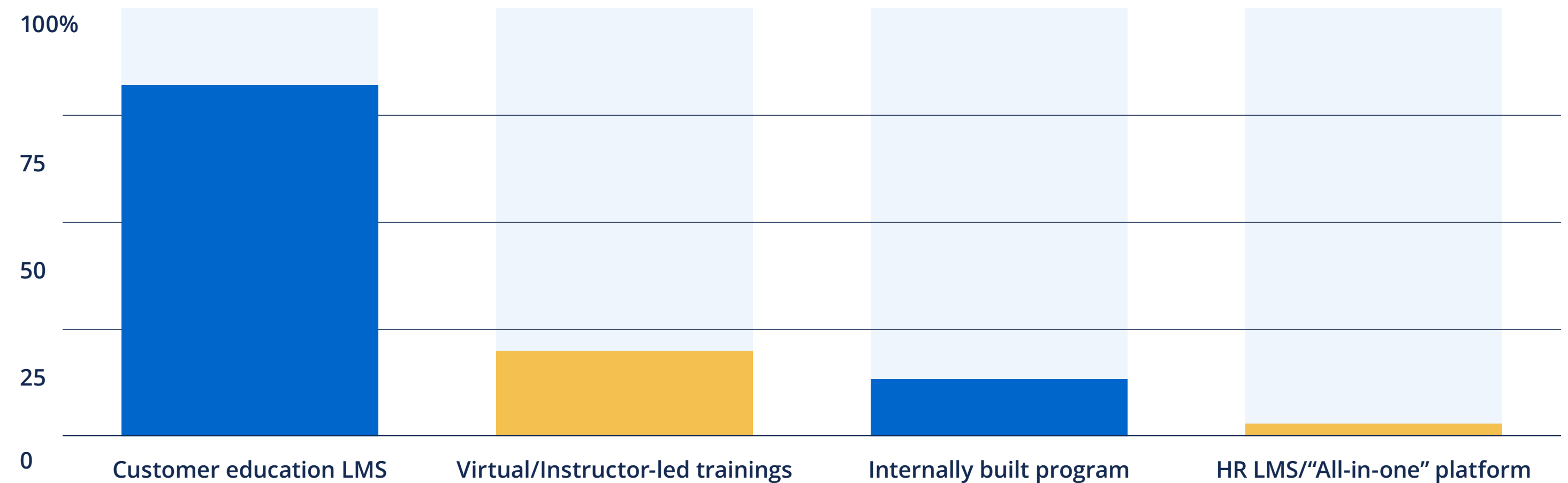


Education program

The majority of education program owners serve more than one audience. This finding emphasizes the importance of working cross-departmentally to create quality content for a variety of audiences that is not only engaging, but also helps retain your learners (customers, partners, and employees).

What is the primary way you manage your education programs?

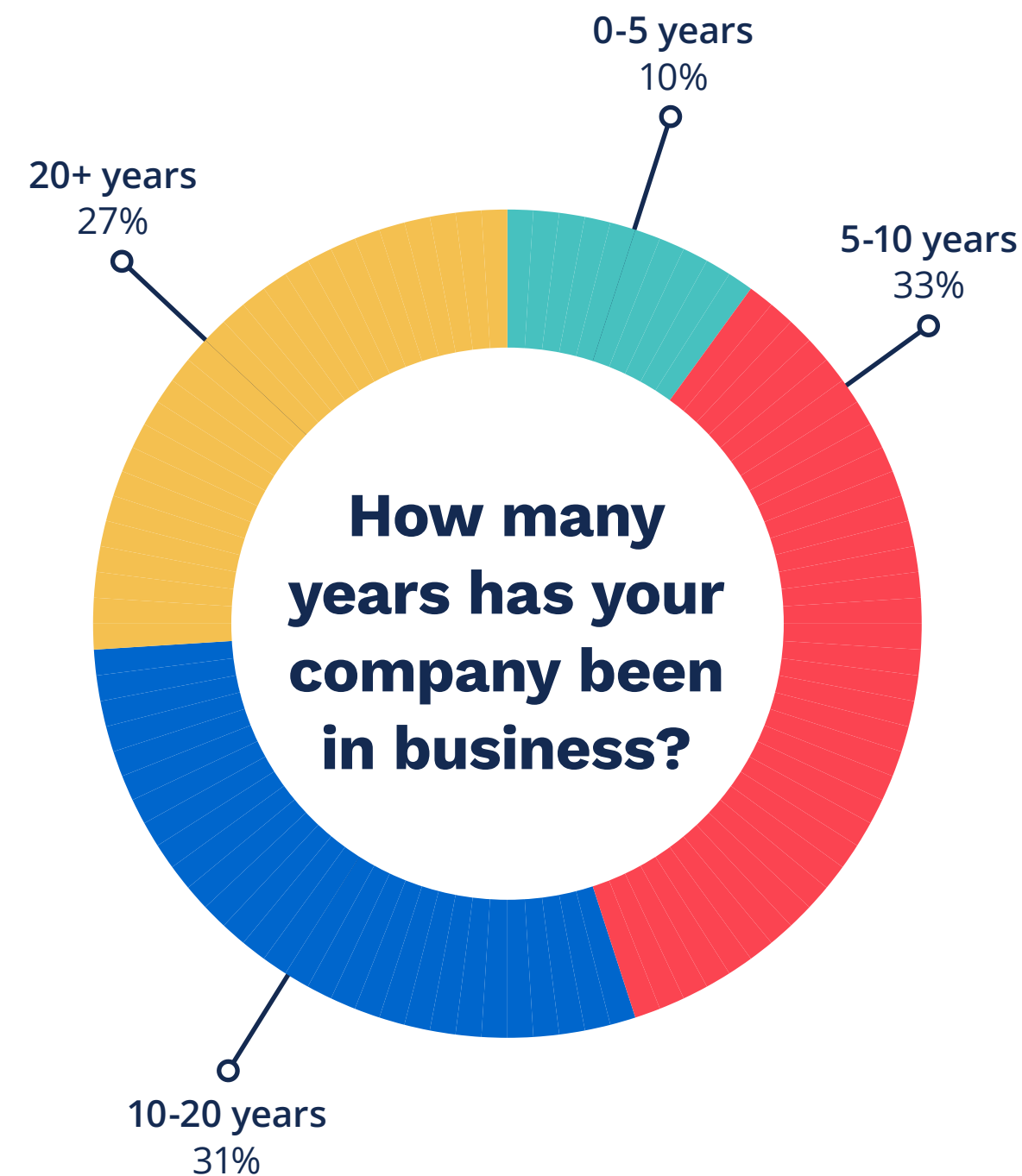
79% of respondents are using an LMS specific to external customer education.



Education at every stage

The majority of respondents from the survey have been in business for longer than five years. These organizations have recognized that training customers is critical to retention and expansion.

Of those in business for less than five years, 42% have not yet started or are currently building out their customer education program.



IT operations cloud company has advice for startups

Automox, a cloud-native IT operations platform that helps IT professionals quickly fix vulnerabilities and keep their systems up-to-date and secure, saw a 75% reduction in customer onboarding time after implementing Skilljar.

Automox's advice for startups looking to stand up customer education programs:

“ Choose a tool that is easy to use and integrates easily with your tech stack.

Start small. You don't have to publish everything at once. Take your time to gather feedback and make improvements to your education content as you go.”



SARA ANDERSON
Customer Education Manager
Automox

Building a case for education

“ It’s important to get buy-in from as many departments as possible, including Support, Customer Success Teams, Account Management, Marketing, Sales, various Leadership Teams, and more. Implementing an LMS like Skilljar has a domino effect of positive change throughout an organization, so gaining buy-in from as many departments as possible is crucial. I recommend creating different slide decks for the different audiences; sort of like a ‘Skilljar Roadshow’ with key benefits listed for each audience to help gain internal buy-in.”



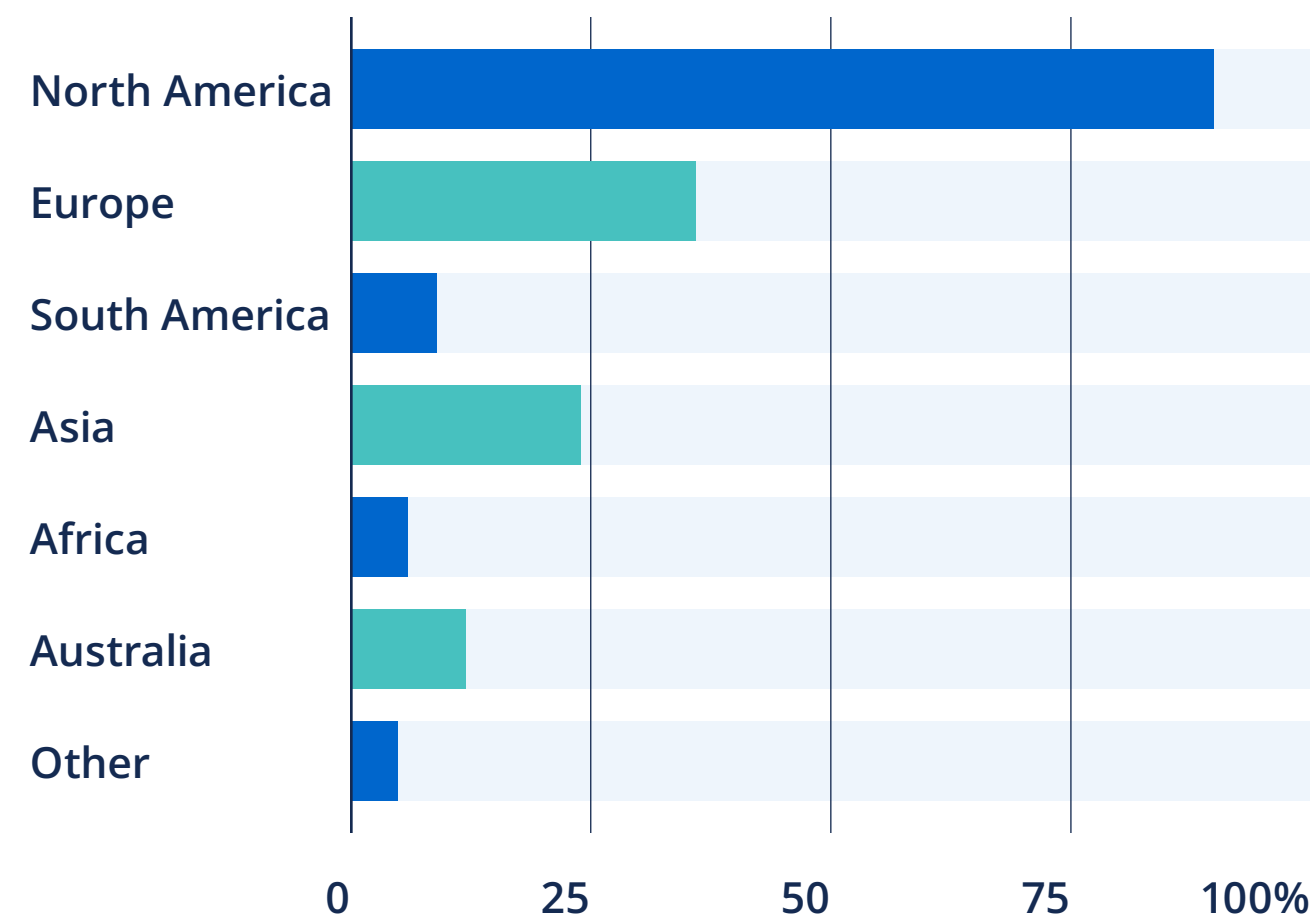
BRANDON CARROLL
Founder
Grow Product Adoption

Building a case for education takes time and it is important to take the proper steps to gain executive or internal buy-in. Regardless of the size of your company, share the education program metrics you plan to track and monitor with stakeholders. Key performance metrics around reducing churn, increasing profitability, and improving time-to-value for your trained customers will be important to highlight during these discussions.

Geographic locations

Where are your training teams located?

While the majority of the respondents stated they have teams in North America, 39% of education and training teams have programs in more than one country. As companies grow their customer base, the need for content in multiple languages increases. This is why localization continues to grow as an educational requirement. As you build out your team and your budget, consider localized resources to manage content where your customers are located.



Best practices for managing a global team

Jamf, the standard in Apple Enterprise Management, has a global Customer Education team with team members in three different countries. They produce content today in five languages (soon to be seven). They also work very closely with their 2,400 Jamf employees worldwide to support their 62,000+ global customers. Randon Ruggles, Senior Manager of Customer Education at Jamf, shared a few of his recommendations for managing customer education with a global team.

ALIGN ON THE GOALS AND EXPECTATIONS FOR PROJECTS

With employees working at different times, days, and navigating holiday schedules, it is important to ensure alignment across teams and projects, regardless of geographic location.

PROVIDE UPDATES AND TRACK PROGRESS IN A NORMALIZED MANNER

Ensure that updates to projects, blockers, and backlog items all match team expectations and are tracked in a common tool or workspace. The Jamf team has leveraged Jira for the last few years and it has made their workflow incredibly more successful.

BE FLEXIBLE WITH YOUR OWN TIME

As a team member you may need to get up early or work late in order to collaborate with a colleague, obtain key project details from a stakeholder in a different region, or get a project completed at a non-optimal time. 4 AM or 10 PM may not be ideal, but the end result is always extremely positive and helpful for everyone, plus it leaves a positive impression on those you are meeting.

REFLECT AND RESET

Take time to pause as a team and reset meeting times, reflect on projects and overall workflows to consider what worked and what could be improved. Adjust meeting times to accommodate everyone's time zones. Constantly reflect on how you communicate and set the stage for each team member to make a difference for their department, company, and customers with the content you provide.



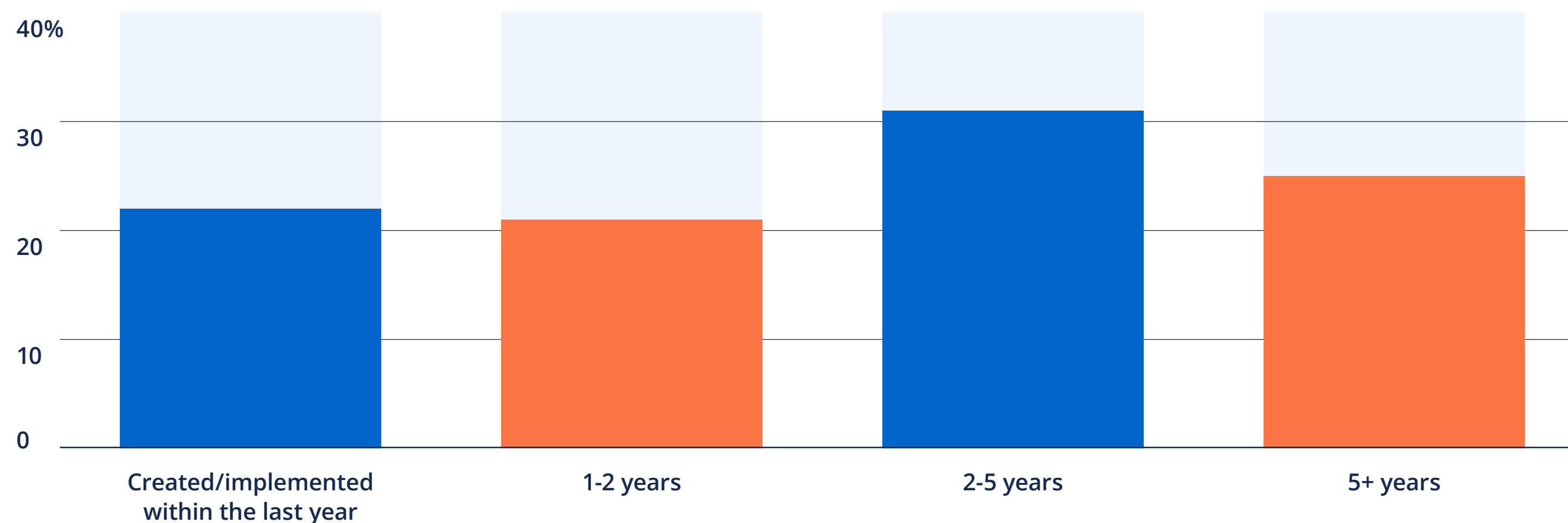
RANDON RUGGLES

Senior Manager of Customer Education
Jamf

Program tenure

How long have you had a formal external education program?

There is a nearly equal divide among respondents on the tenure of their education programs, regardless of company size, program size, or budget. We do see that being in business for less than five years, 40% are just starting to build their program.



Education resources

Regardless of your tenure in education and training, ensure you are partnering with companies who provide you the connections and accessibility to the experts who can help you succeed. Skilljar knows the importance of networking and collaborating with those in your field. Take these opportunities to connect with other leading customer education and training professionals:

- [Skilljar Academy](#)
- [Skilljar Connect](#)
- QBRs with your CSM


“ I love that Skilljar brings companies together. Skilljar Connect allows me to get inspiration from other companies doing amazing things in education.”



TAYLOR SPANGLER
Director of Education
Feathr

Measuring Outcomes

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As you evaluate your program, ensure you're creating KPIs and defining metrics to determine your team, budget, and resources.

This is a critical step to finalize before you can create content and engagement strategies. Use the trends and KPI examples in the upcoming section to structure a training program that supports your efforts and scales your business efficiently.

Key education metrics

Customer education metrics can be broken into two categories:

1. **Program optimization** metrics, which reflect the current state of your customer education program.
2. **Business impact** metrics, which measure the impact of your program on customer retention, lead generation, and revenue.

Program optimization metrics can include:

COURSE AND CONTENT-LEVEL METRICS

- New course enrollments
- Course completions and completion rate
- Most popular content based on views and completions
- Views, completions, and drop-off rates by content

ACCOUNT AND PROGRAM-LEVEL METRICS

- Learners within a given account who take a course
- Average numbers of courses per user (per month, quarter, year)
- Training revenue: dollars that can be directly tied to training, such as fees paid for courses and content

Business impact metrics can include:

CUSTOMER LIFECYCLE

- Time-to-first-value/cycle between key implementation milestones
- Product adoption/usage
- Customer Satisfaction (CSAT score)
- Net-Promoter Score (NPS)

PROGRAM SUCCESS

- Number of students enrolled in training
- Number of course completions/certifications
- Company revenue: renewals or expansion dollars that can be directly tied to companies who partake in training

LEAD GENERATION

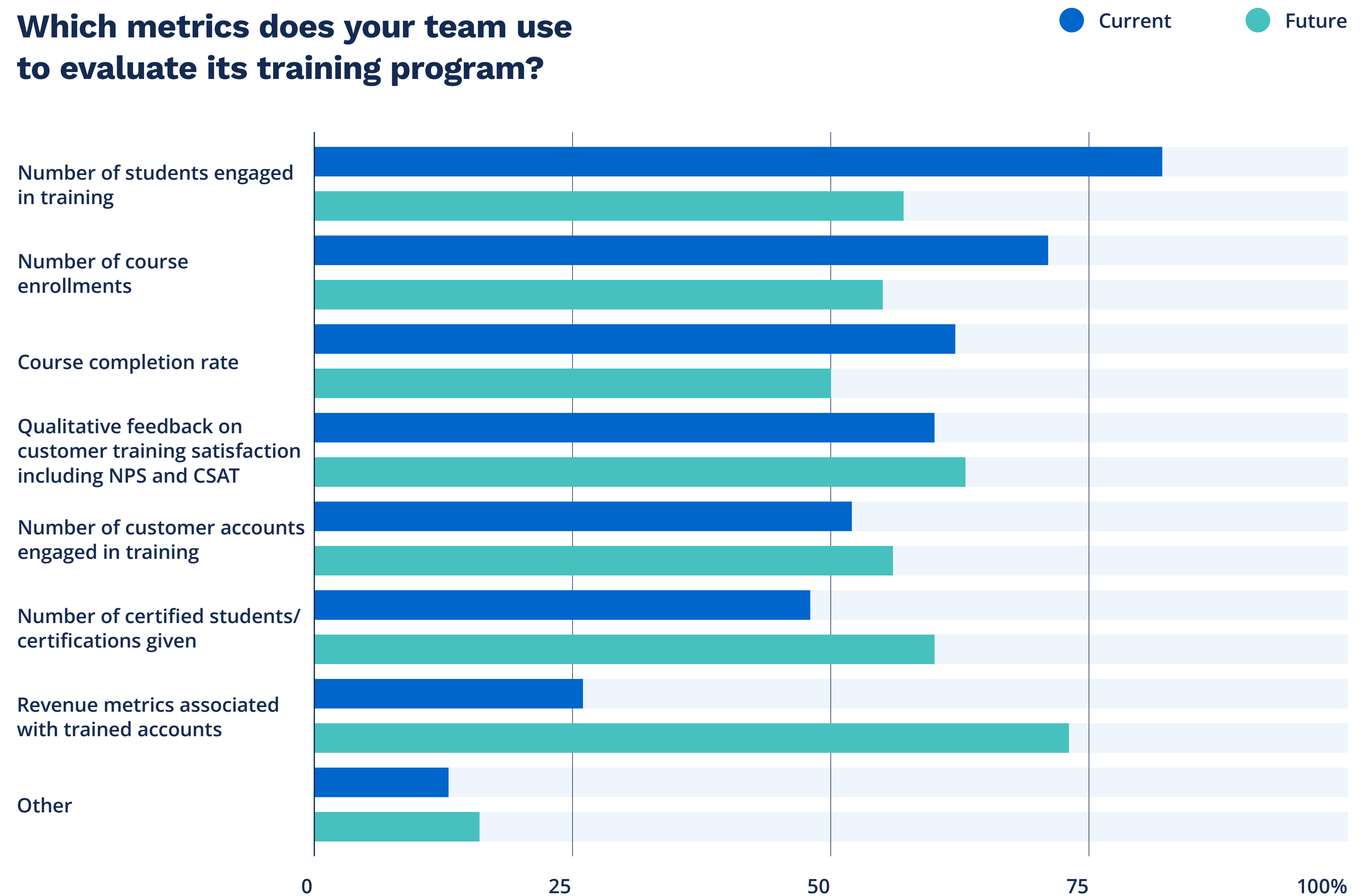
- Number of leads generated
- Cost-per-lead or cost-per-marketing-lead (cost per MQL)

Key program engagement metrics

Most teams use multiple metrics to evaluate program performance, with the focus on program specific metrics, like number of engaged students, number of course enrollments and completion rate. We also see a focus on NPS and CSAT for training.

While many program-level metrics are already tracked, there is a strong desire to measure education or training's influence on customer total revenue. Currently, only 26% are tying their training to its impact on revenue. However, educators know there is opportunity here, with over 70% of respondents planning to do more to measure training's revenue impact in the future. Teams are able to do this by attributing renewals or expansion opportunities to those accounts who are engaged in training versus those who are not.

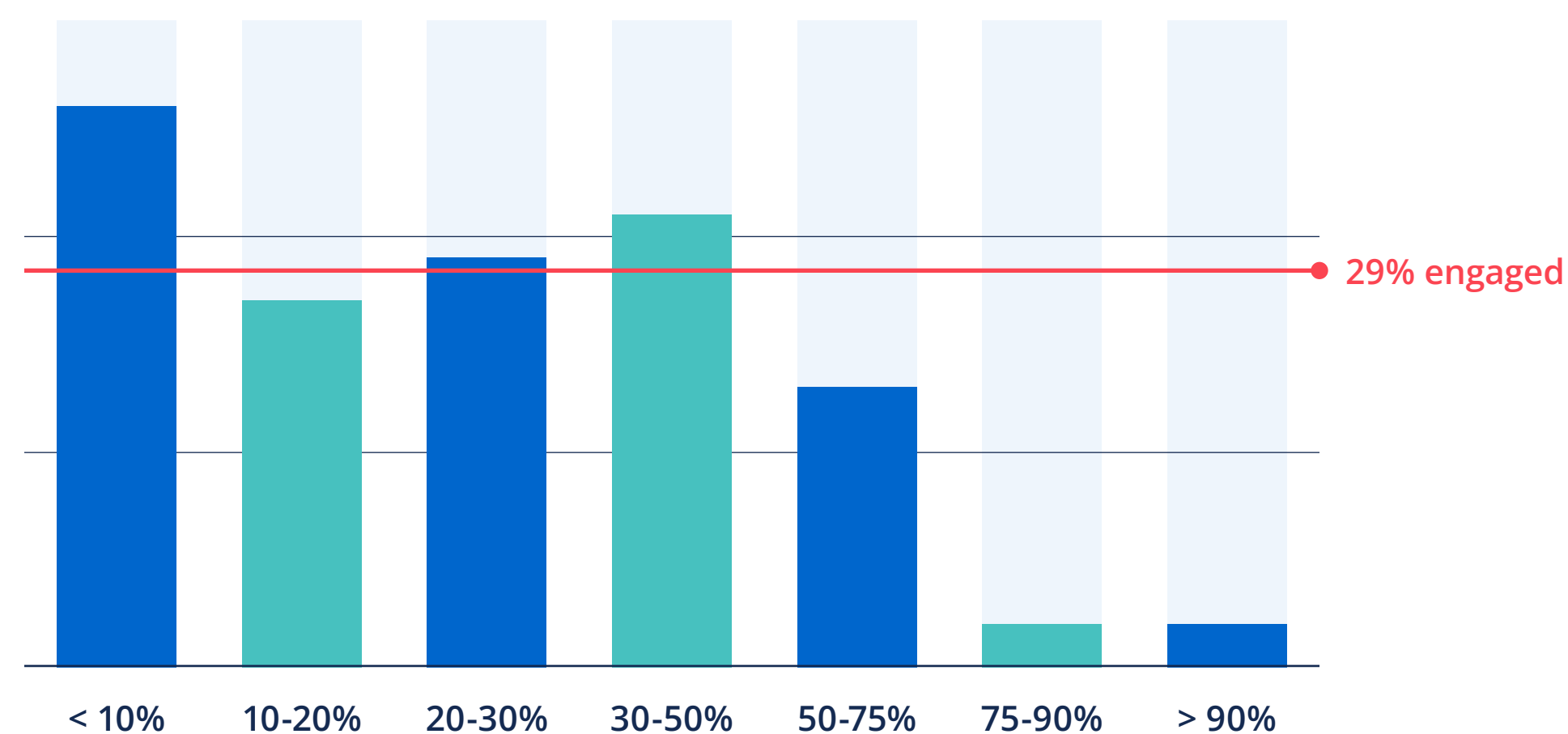
Which metrics does your team use to evaluate its training program?



Program engagement results

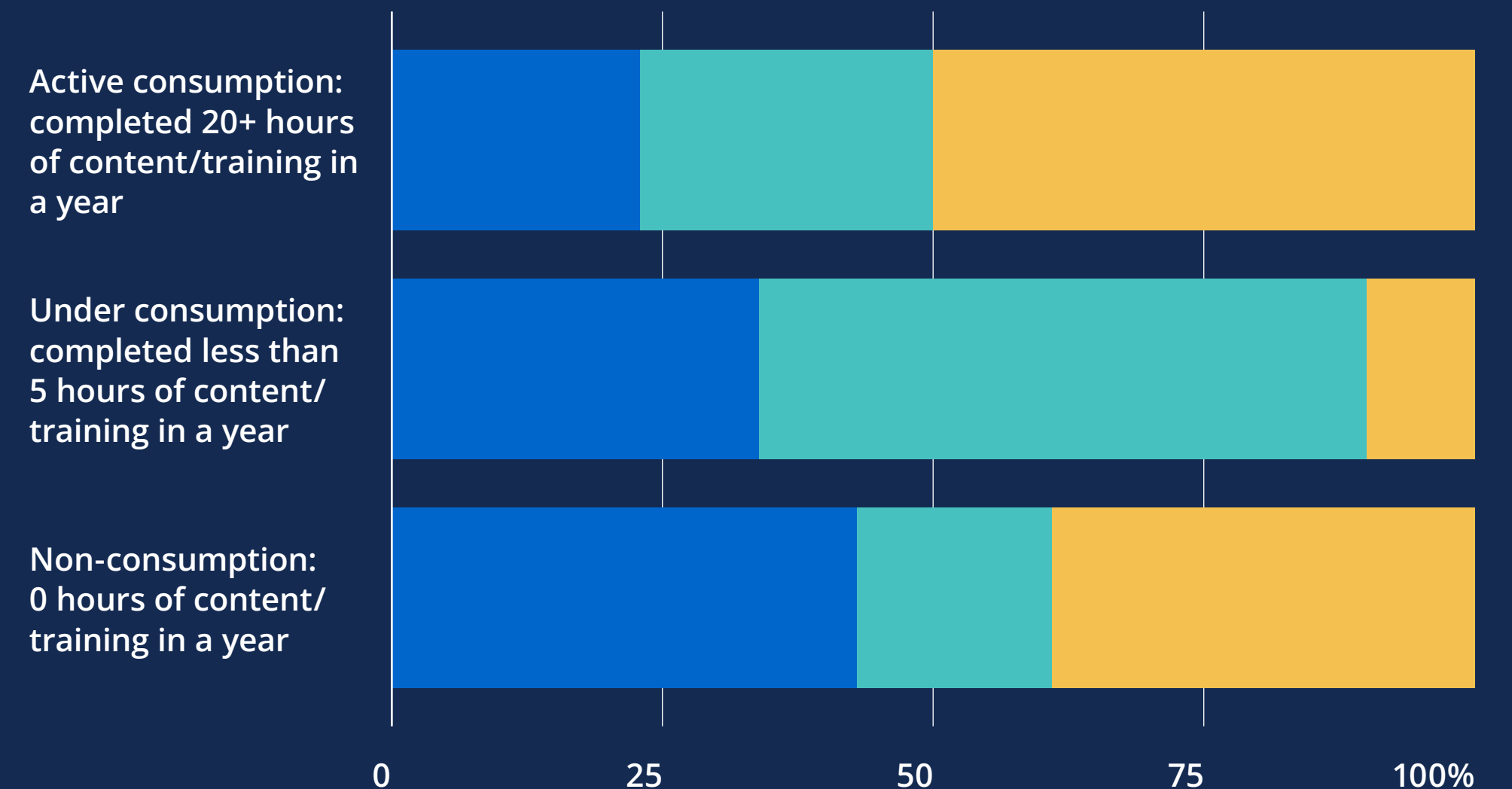
What percentage of your total learner base engaged with training in the past year?

On average, based on our respondents, approximately 29% of their customer learner base are currently engaged in their training program over the past 12 months. Based on this dataset, program owners should use this benchmark and shoot to have at least 29% of their learner base engaged in training.



When looking at your total target audience for your education and training programs, how engaged are users with your program?

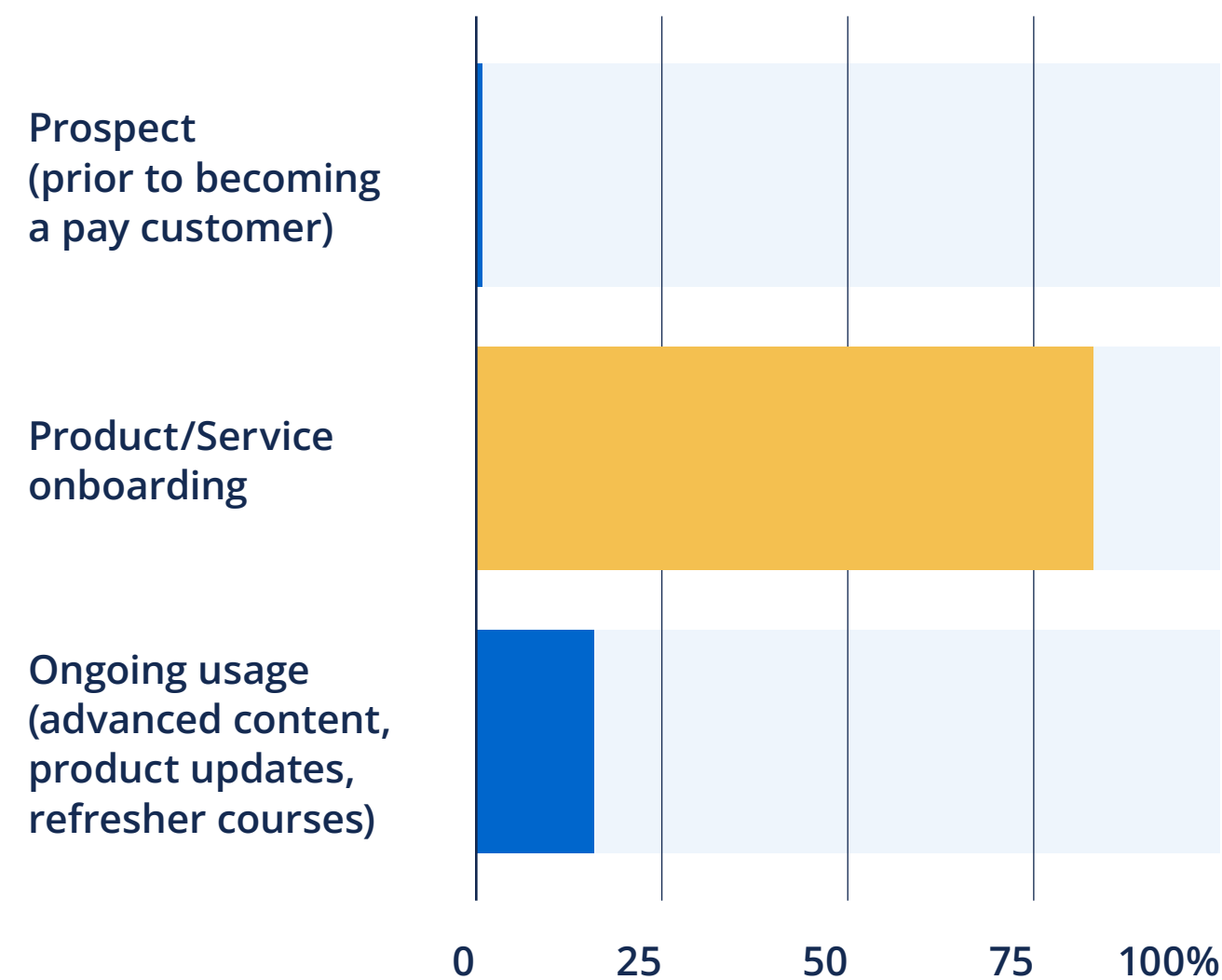
When ranking their users, educators feel that their “active consumers” are their lowest percentage of all users (23%), while 43% fall into the “under consumption” category.



- Highest percentage of total audience
- Middle percentage of total audience
- Lowest percentage of total audience

Engagement by lifecycle stage

When are users engaging with education content?



Driving better engagement

Handshake, a leader in helping college students find jobs, currently has 69% of their customer base engaged with their education program. Director of EDU Success & Education, Tiffany Taylor, shared these success tips for increasing engagement:

MAKE EDUCATION MANDATORY TO COMPLETE IMPLEMENTATION

Handshake Academy is mandatory for every new customer. Handshake wants successful implementations, so making this mandatory has helped speed up the process.

ENCOURAGE THE CUSTOMER-FACING TEAMS TO USE TOOLS WITHIN YOUR EDUCATION PROGRAM

This has ensured that entire teams from a singular customer account are fully immersed and accustomed to using our training tools from their first interaction with our team. It has cultivated early good habits that help our team to easily (re)direct customers to the Academy when they need additional training.

ENSURE CONSISTENT CUSTOMER SUPPORT BY LINKING TO KEY TRAINING LESSONS

We work in lockstep with our Support Partners, from content creations to documentation, to ensure consistent customer support. From this work, we have built in messages when tickets are submitted that (where applicable) directly link to key academy lessons to help with additional guidance for customers.

SURFACE COURSES FREQUENTLY TO PARTNERS IN PLATFORM

We have a healthy use of AppCues where we will surface key courses on respective pages within the platform that may be relevant to that user and what they are trying to do on that page. We also showcase newly-launched courses on the landing or home page to each user when applicable.



TIFFANY TAYLOR

Director of EDU Success & Education
Handshake

Key business impact metrics

Why is it important to monitor and track these business metrics?

Skilljar customers that track training metrics are able to:

DRIVE ADOPTION

By providing consistent, comprehensive, and trackable customer training, Skilljar customers are able to show the value of their education program with increased adoption and retention rates.

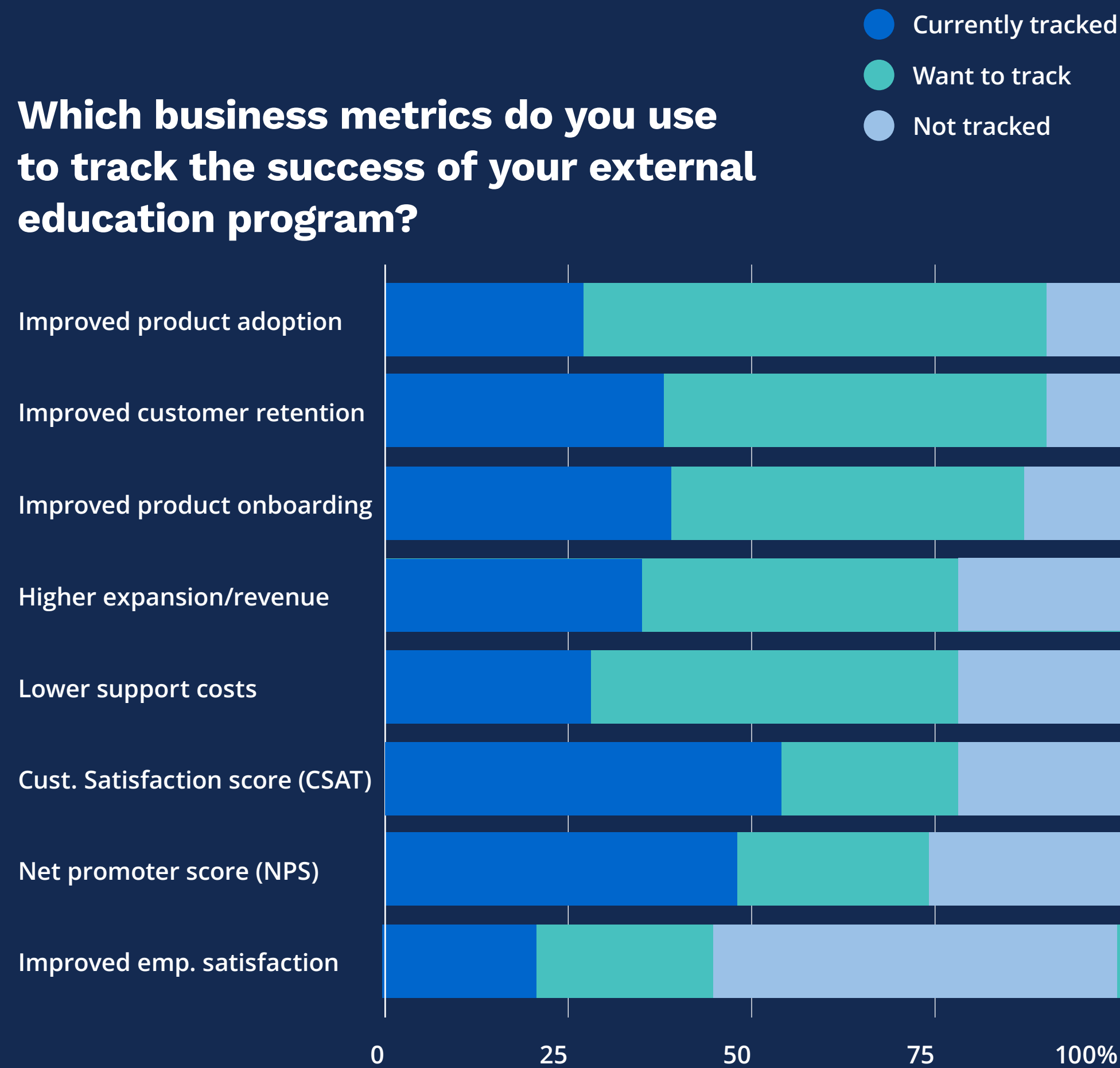
SCALE RESOURCES

With the foundation for successful customer and partner engagement and enablement, education and training professionals can scale their programs and proactively educate their customers and partners without additional resources or headcount.

GROW REVENUE

Customers monetize current programs and accelerate results by putting customer health data at their team's fingertips.

Which business metrics do you use to track the success of your external education program?



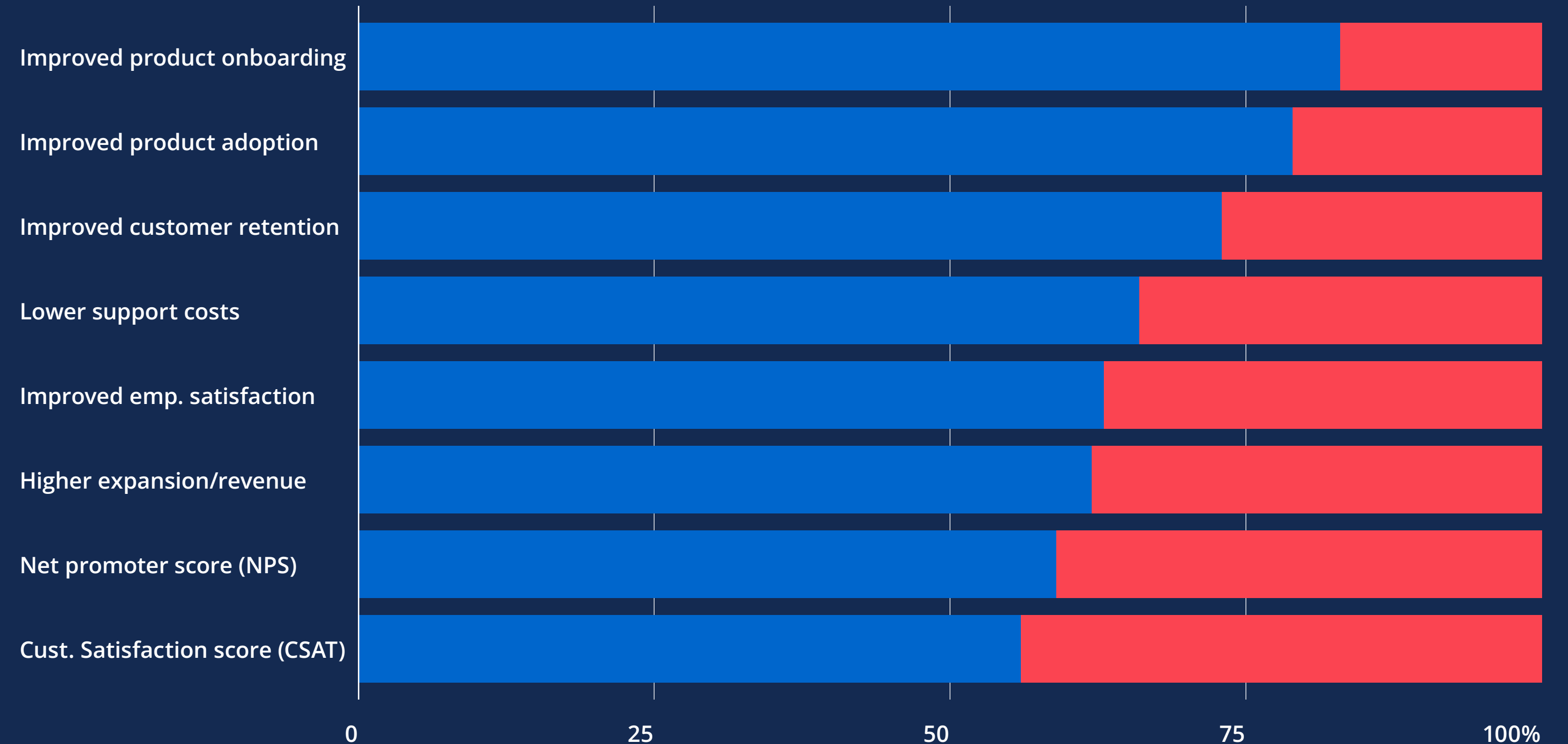
Overall, only a small percentage of companies actively track key customer success metrics and are able to tie these metrics to business outcomes.

Achieved training impact

What, if any, positive correlation have you seen between customers that consume training and these key business metrics?

Over 56% of businesses believe that training metrics have a correlation to or positive impact on overall business metrics.

Businesses that can track these metrics and tie these important outcomes to their training program will have greater success justifying and keeping their education programs, and making improvements and enhancements based on user insights.



● Some or direct correlation/
positive impact to business

● No correlation/no positive
impact to business

Metrics best practices

What can you do to help tie education metrics to business outcomes?

- Align internally on company KPIs to determine what success looks like (i.e., What are the company challenges that can be positively impacted by customer education?)
- Implement an LMS built to integrate with the tools your company already uses like your CRM or CS platform
- Choose an LMS provider that offers data and reporting and will partner with you to understand and track metrics that prove your program's impact on your business
- The Skilljar Data Connector can help integrate your LMS with important analytics tools like ChurnZero, Gainsight, Totango, Tableau, Salesforce, Hubspot, and Zapier to ensure you are monitoring and tracking the metrics you need

“ Tracking and sharing key education metrics with executive stakeholders at Asana have helped us not only determine the success of our program, but has enabled us to further scale our program. The best way to get ahead of retention is to have strong adoption to start with. Trained customers adopt faster. Skilljar has been key to helping us build the business case for customer education at Asana. It's given us a vehicle to really prove out the impact and value add for scaling our learning programs.”



CARIN D'OLIVA
*Customer Education
Program Manager
Asana Academy*

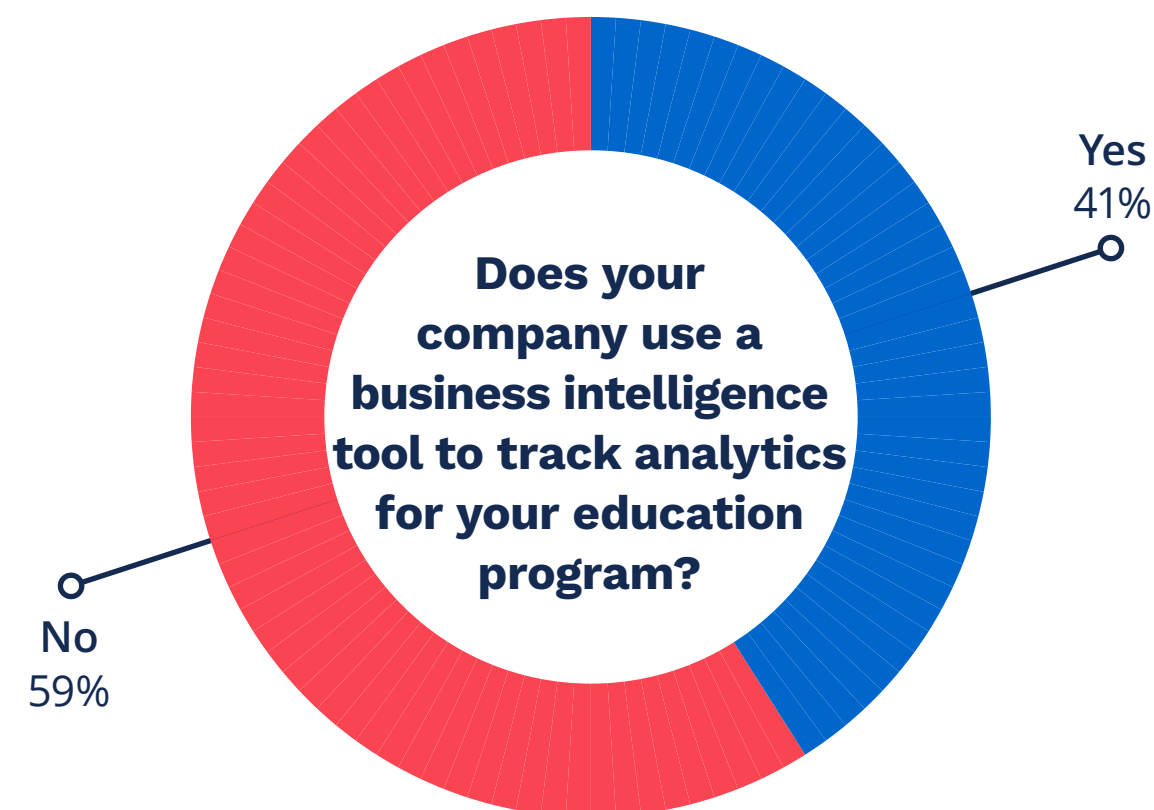
Analytics tools for tracking metrics

PROVE YOUR ROI

Everyone understands that “Trained customers are your best customers,” but how do you prove it?

Successful training programs prove their ROI by sharing data across departments and linking training data to product engagement.

Whether using Skilljar’s own analytics tools or connecting Skilljar to your preferred BI solution, you can gain a deeper understanding of each of your customer’s unique needs, program capabilities, and even discover opportunities for expansion.



Contentsquare

Contentsquare has very clear and defined KPIs for their education program. They use an internally-built dashboard in Google Data Studio to track and monitor their success metrics and have broken down product usage based on the number of courses consumed and the number of certifications issued. With Google Data Studio they have tracked and validated that:

1. A certified user has an average of 10-15% higher rate of product engagement than non-certified users.
2. A certified user who has consumed three or more courses has a 39% higher product engagement rate.



CRAIG JANSEN
Head of Product Education
Contentsquare

Weave Communications

When starting out their program, Weave used product pop-up messaging within their platform to recruit customers to provide guidance for their education program. In addition, they worked with their Onboarding team to solicit more feedback.

Based on the research and data gathered directly from these efforts, they created three learner personas for their customer education portal. Post-launch, they created a customer research toolkit with prompts, tasks, and research goals, and have conducted two usability tests with customers in-person to understand how they consume their training material. They have also implemented post-training user interview requests via email.

“ As we gather information we are constantly adding to our backlog and meet in bi-weekly ‘jogs’ to plan our work and fold in backlog items via feedback and new content. I look at the data once a week from the Google surveys and the analytics in Skilljar, and we make iterative changes as we go. We monitor the amount of data we collect to ensure we can act upon whatever it is we are gathering.”



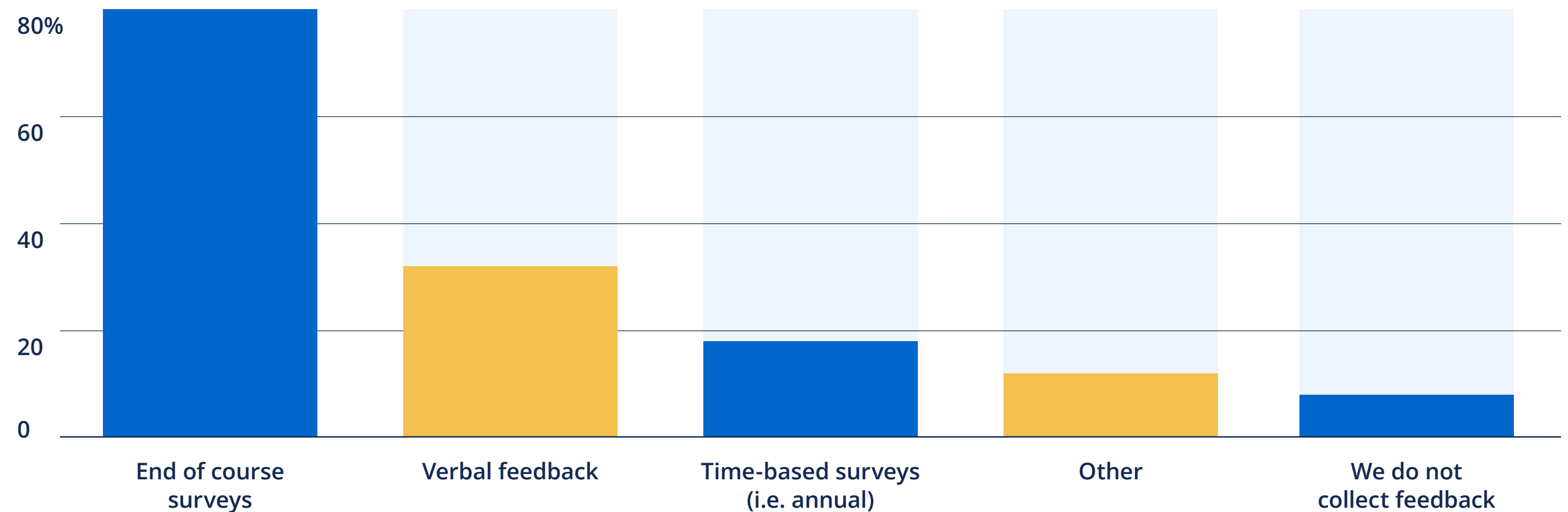
GREG WILLIAMS

Manager of Training Design & Delivery
Weave Communications

Collecting feedback to determine success

How do you collect feedback from students related to training?

The majority of training and education professionals collect data from surveys and/or verbally. Those we interviewed combine survey results with learner activity to uncover training course opportunities and improve their program.



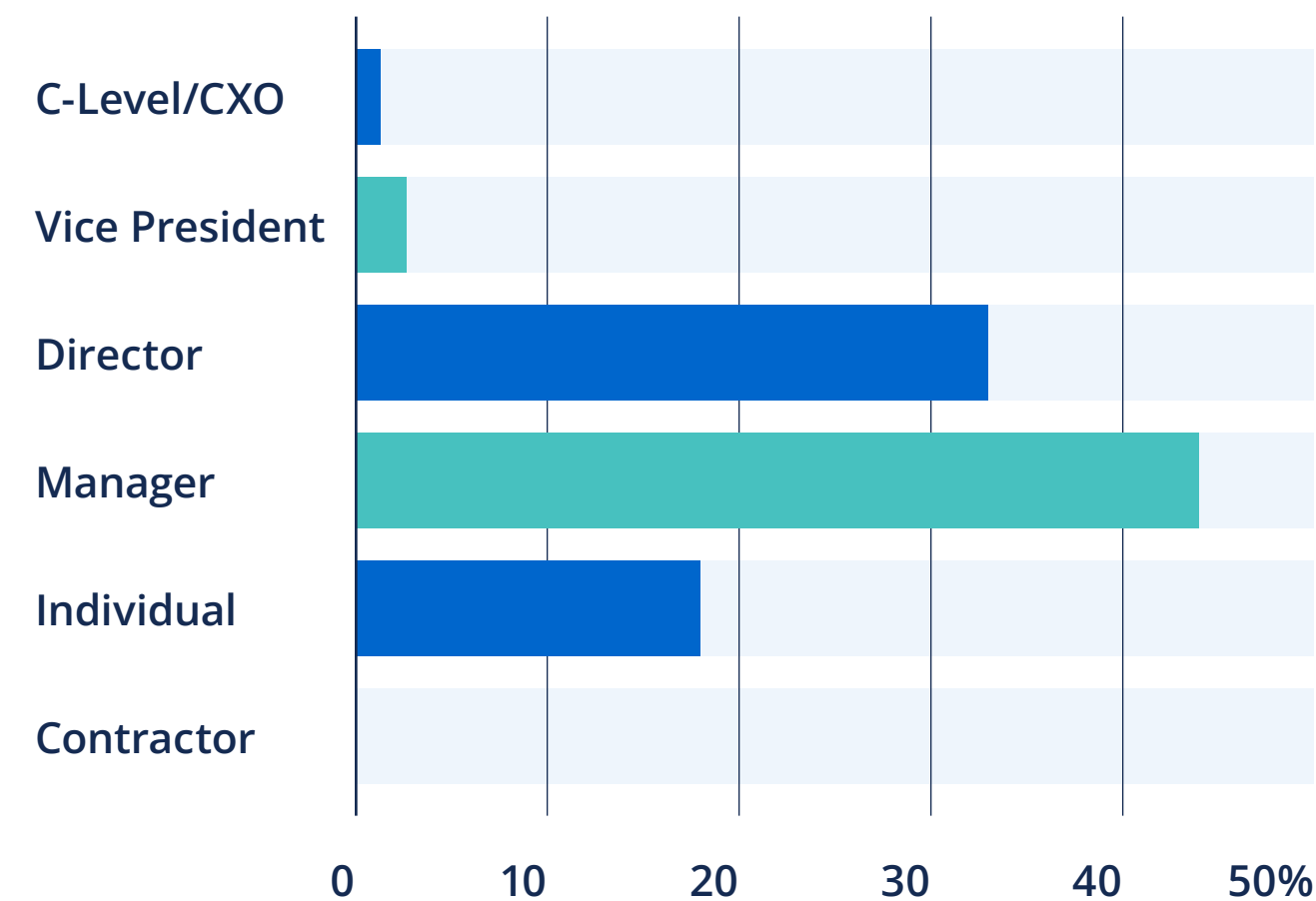
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Training team role

Which of the following best represents your role?

The majority of training program owners are managers. The manager has the crucial role of influencing program spend, investment, and resource allocation.



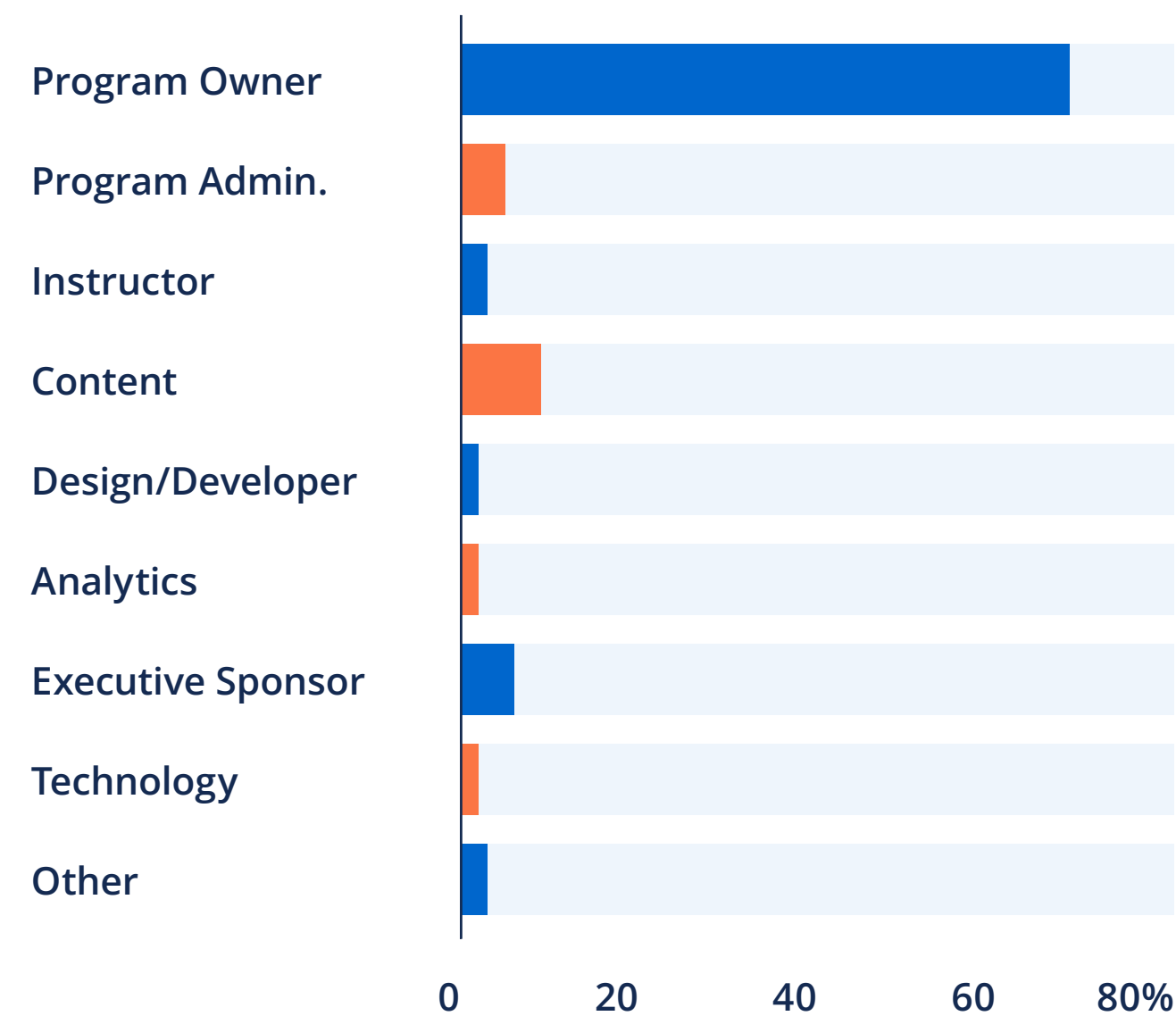
Managers are often asked to find a software solution and make a case on why it's the right fit. When using an education and training platform like Skilljar, managers realize they can tie business outcomes to tangible metrics, and bring those success points back to relevant stakeholders.

Some of the ways Skilljar customers prepare their metrics to provide proof of value to stakeholders include:

1. Prepare Monthly Business Reports (MBRs) or Quarterly Business Reports (QBRs)
2. Draft weekly emails to leadership that summarize key points
3. Create dashboards in Skilljar, Salesforce, or other platforms
4. Share monthly email with a spreadsheet and accompanying newsletter

Training team role

Which of the following best describes your role in education or training?



How to approach stakeholders

The program owner is responsible for providing executive visibility into their customer education program on a regular basis. If you are a program owner, it is a critical step to ensure that your program is given the buy-in and funding it deserves. It also ensures your program is viewed as an important, beneficial component of the business.

When considering how to approach key stakeholders, keep these four core principles in mind:

1. Use a mixture of quantitative and qualitative data, as well as data related to both leading and lagging customers, to correlate customer education activities with business impact
2. Ensure metrics are tied to specific points in the customer lifecycle
3. Aim to tie metrics to specific business initiatives and larger metrics being tracked at the corporate level
4. When reporting, focus on the metrics that have the most variability or the ones showing the most interesting trends

Customer education team

Companies structure themselves differently based on the business outcomes they want to achieve or the revenue streams they want to support. For companies that monetize training, the education team will often reside within the Professional Services or Customer Success team.

The case for rolling up to Customer Success

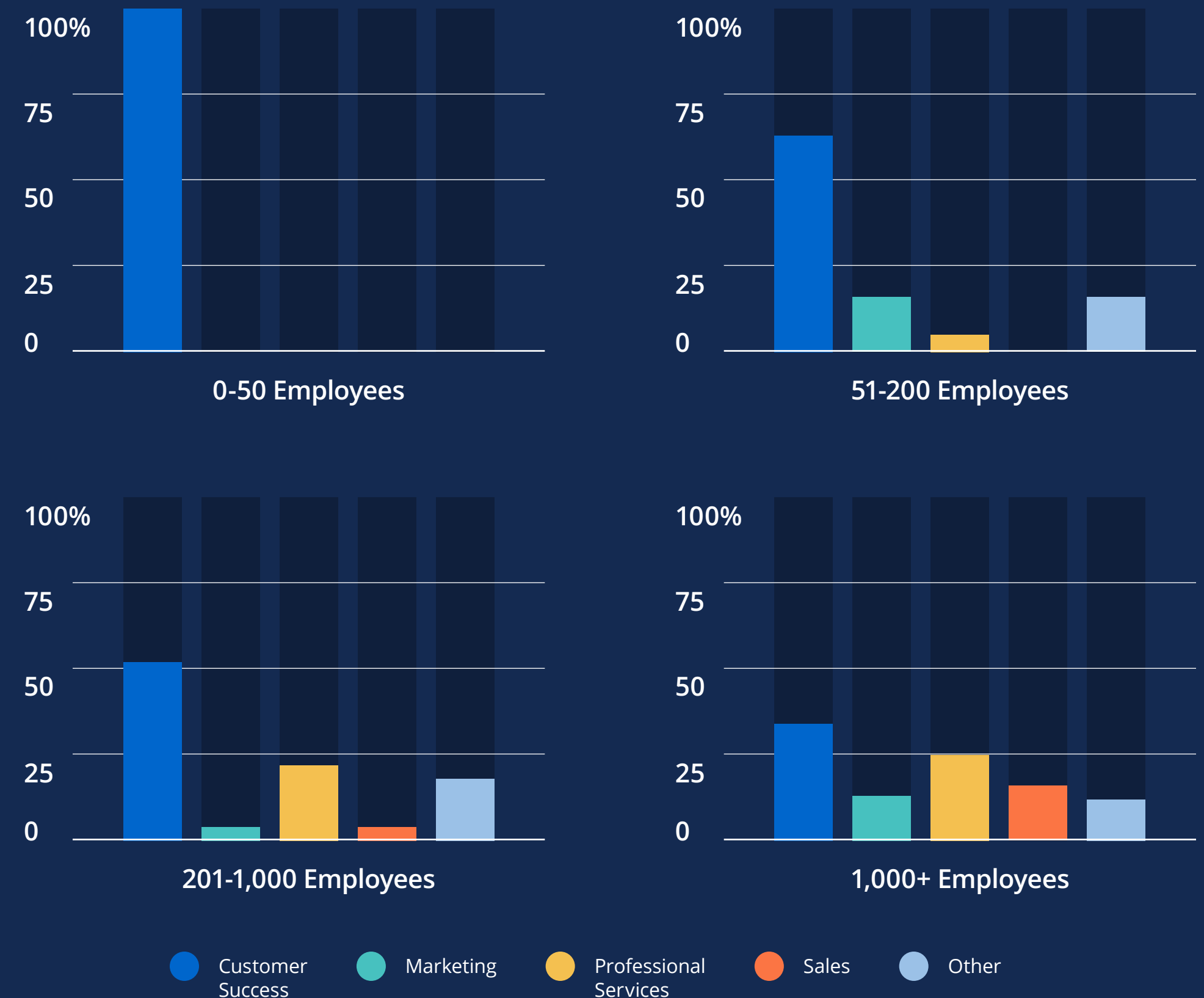
“ Reporting directly to the CCO and not an org within an org helps ensure that customer education can be a strategic part of all initiatives. From the content customer education is creating to the ways in which education supports the pre-sales motion there is alignment at the highest levels. This has created a space for open discussions around prioritization and change management. This has also ensured that everyone in the Customer Education team knows exactly how their work is impacting the business and the role they play in its success.”



STEPHANIE PELLEGRINO
Director, Customer Education & Training
Gong

Regardless of where Customer Education resides, it's critical to socialize the benefits of education to key stakeholders within your organization and cross-collaborate on the best content possible for your audience(s).

Which internal team does your Customer Education team report to?



Most Customer Education teams report into the Customer Success function (41%), but 16% said their Customer Education team reports into the Professional Services team, primarily in the mid-market and enterprise segments.

Partner education team

26% of those responsible for both customer and partner education report directly to Sales. The benefits of training external partners for your growth strategy include:

INCREASED REVENUE

When your partners know your products, use cases, scenarios, and how they can solve customer problems, they can better sell your products and solutions.

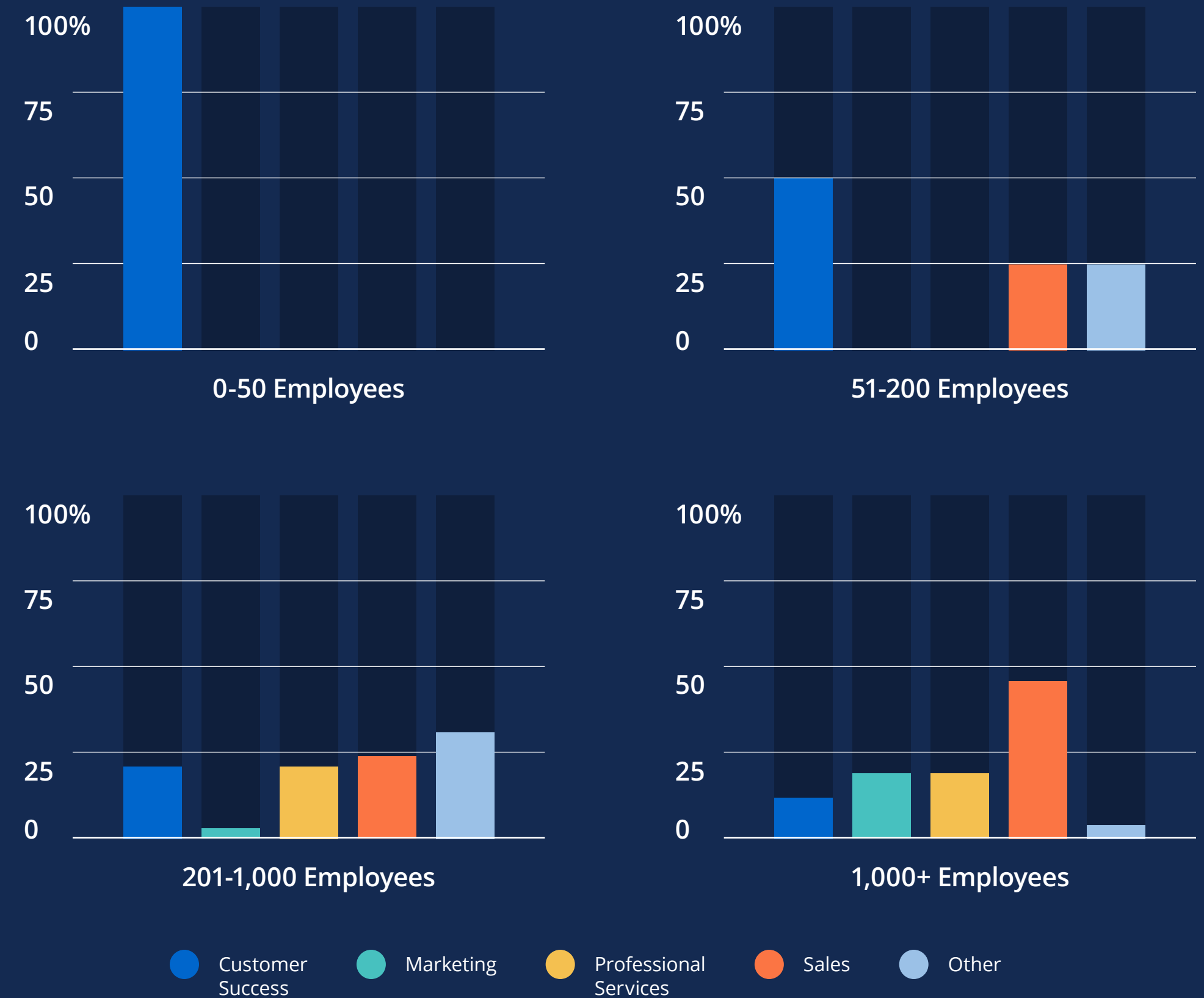
PARTNER LOYALTY

When you provide the tools and resources to your partners, they will become loyal to your brand and continue to advocate for your business.

BRAND EXTENSION

With trained partners, you have an added extension of your business that can promote and sell your products and services.

Which internal team does your partner education team report to?

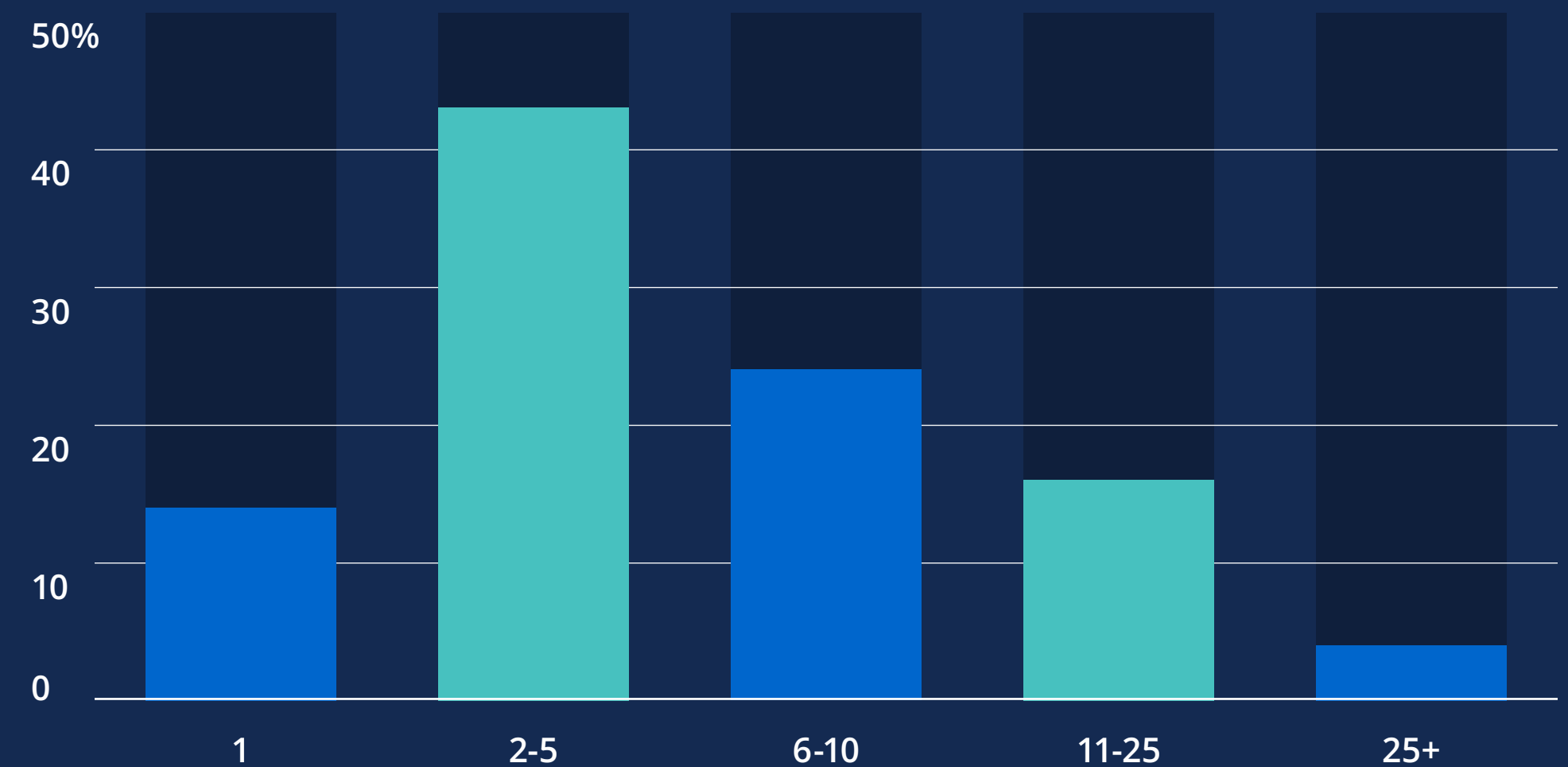


After Sales, many Partner Education teams report into Customer Success (22%) and Professional Services (16%), most likely because of the similar content needs.

Team size

The size of the team often coincides with the amount of learners an education program is supporting (see page 34). But we also saw that the larger teams often resided within the bigger, enterprise companies. Of the companies with more than 10 employees on their education team, 65% were with companies of more than 1000 employees. On average, companies tend to dedicate 0.25-2% of their employee base to education and training.

How many people are on your customer or partner education training team (including yourself and any contract employees)?



Tips and tricks for working across your organization

As you speak to each department, note the benefits of faster follow-ups with clients and a better overall customer experience. Explain that repetitive and redundant tasks will be lessened as education materials can answer the majority of one-off questions.

Brandon Carroll, Founder of Grow Product Adoption, cites a few real-world talking points to use in your departmental discussions for getting LMS internal buy-in:

WORKING WITH YOUR MARKETING TEAM

Share how an LMS acts as your single source of truth for marketing resources and a way for your Marketing and Customer Success teams to collaborate and consolidate messaging efforts for new product releases, product usage resources, or new thought leadership pieces in support of your end users.

WORKING WITH EXECUTIVES AND LEADERSHIP

Talk about the LMS in ROI terms and how it will help the business with retention and gross margin.

WORKING WITH MANAGEMENT

Speak to the improved ramp up times for new hires and the ability to make training more consistent.

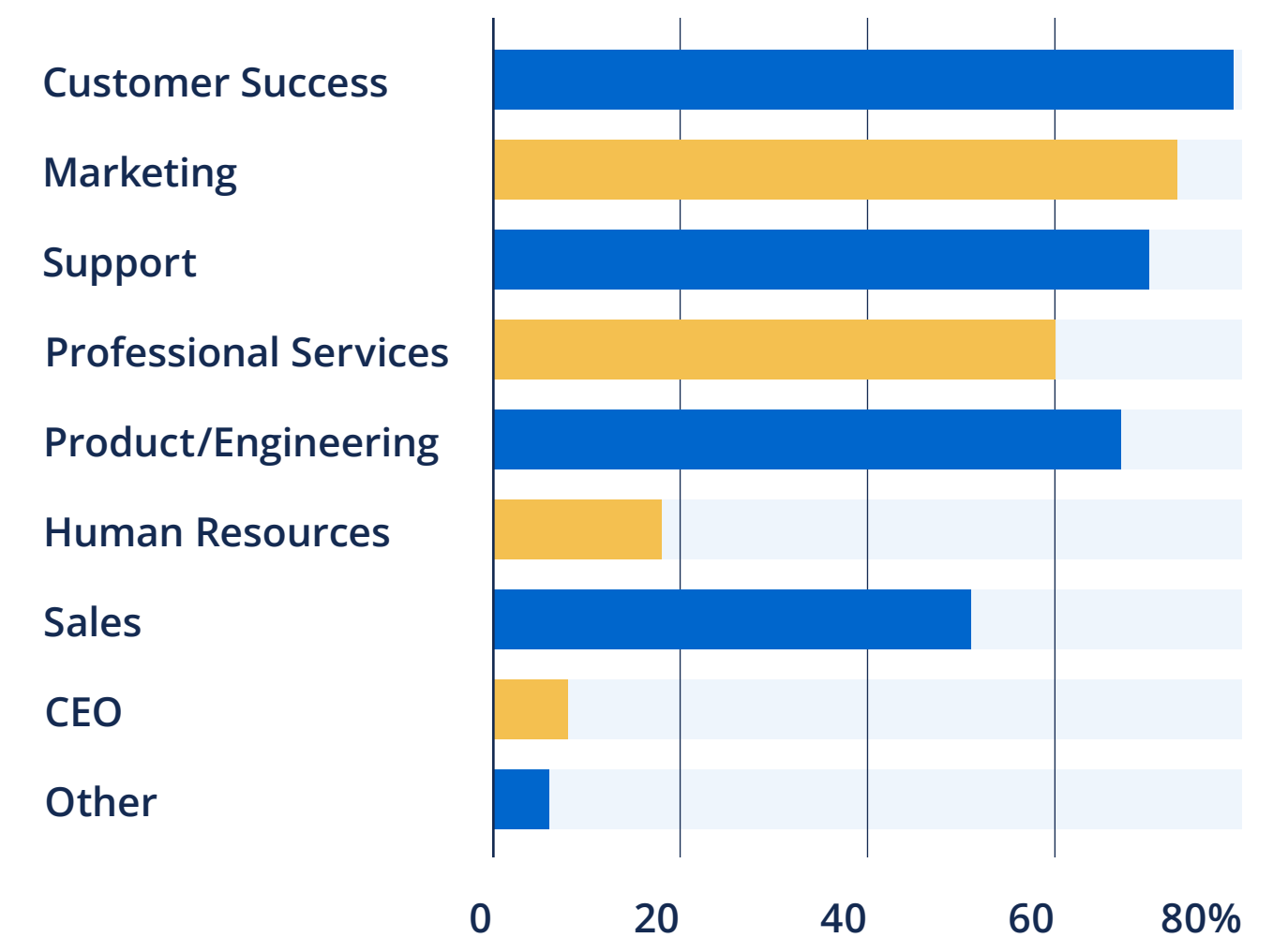


BRANDON CARROLL
Founder
Grow Product Adoption

Cross-collaboration

Which other teams in your organization do you work closely with?

An effective LMS touches everyone in your organization, so you will need to get internal buy-in from as many departments as possible, including Support, Customer Success, Sales, and Marketing. Working cross-functionally to determine everyone's needs increases alignment to organizational objectives.



Average number of learners by team size

Adding more learners?

You'll need to make the case for additional headcount. These benchmarks can help you right-size your team to manage the growth of your program.

AVERAGE LEARNERS BY TEAM SIZE:

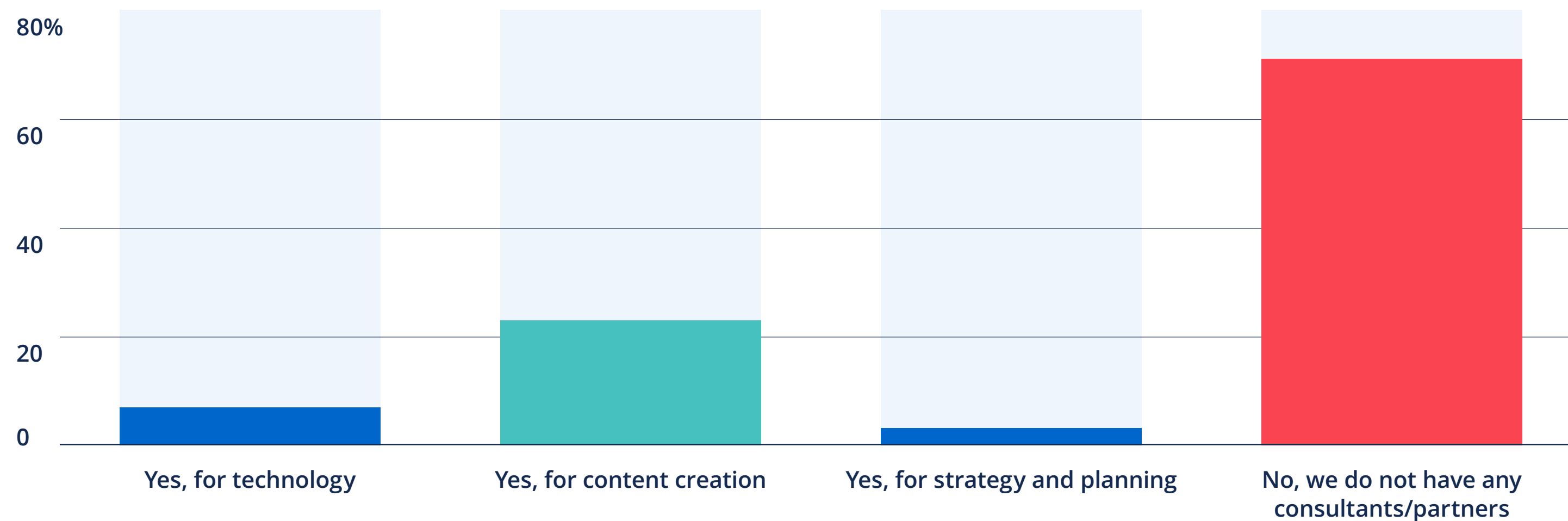
1 Team Member:	1,019
2-5 Team Members:	1,205
6-10 Team Members:	730
11-25 Team Members:	2,953
25+ Team Members:	5,000+



Outside consultants

Does your organization currently employ any training-related consultants or outside partners to assist with your education and training program?

33% of respondents stated they use consultants/contractors to assist with their training programs, with the largest percentage supporting content creation. Outside collaborators were more prevalent in organizations with more than 200 employees and training budgets over \$250,000.



Skilljar can be a partner in your success

87% of the respondents that indicated they do not use any outside consultants are also Skilljar customers. Skilljar customers rely less on outside consultants thanks to Skilljar's ease of use and integrations with tools they are already familiar with. As your company grows and the needs of your audience expand, Skilljar can grow with you and be a partner in your success.

“Do you want a partner in your business? There is no better partnership than one with Skilljar.”



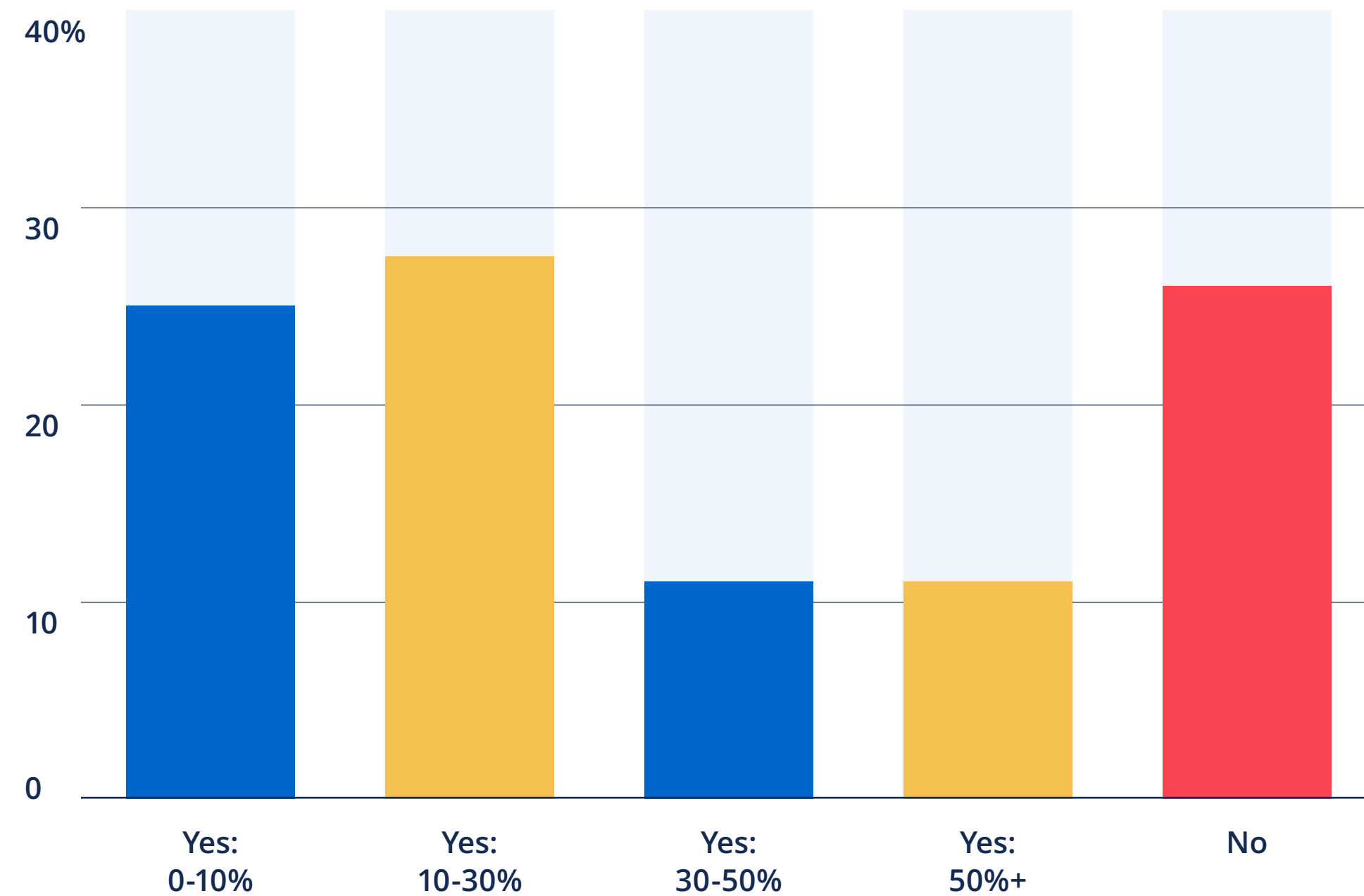
STEPHANIE PELLEGRINO

Director, Customer Education & Training
Gong

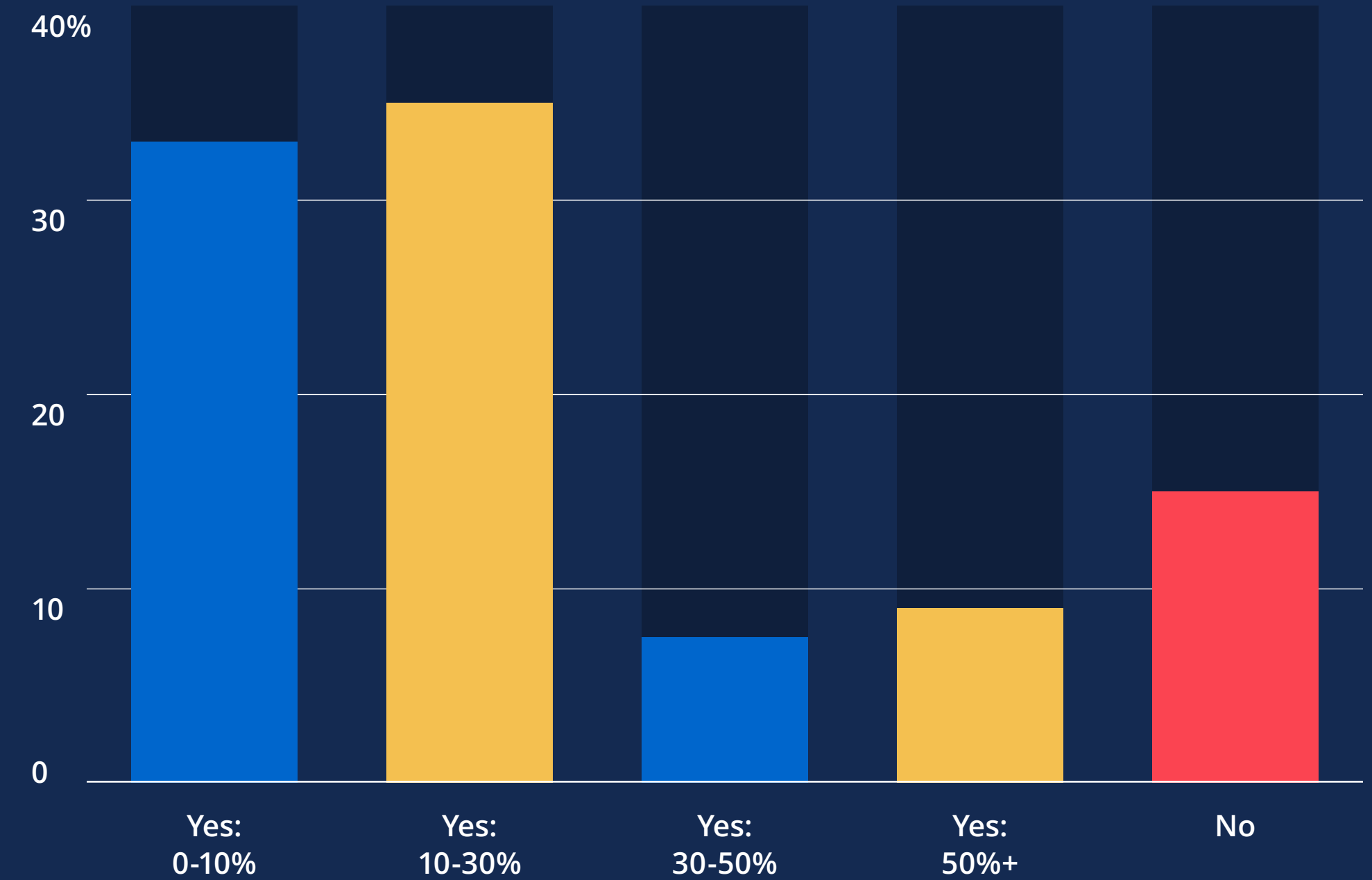
Training Budget

Compared to the previous year, has your training budget increased?

75% of respondents with budget insights reported a budget increase for 2022. Companies that are able to measure the success and impact of their programs are able to make the case for increased budgets.



Do you anticipate an increase in your training budget in the next 1-3 years?



Respondents overwhelmingly agree they will continue to see budget increases over the next 1-3 years. Investments in customer education are on the rise because more companies are relying on education as a success factor for product adoption.

Infrastructure

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Current integrations	39
Planned integrations	40

Integrations

Companies now require the ability to fully integrate their education platform with multiple tools and technologies to prove ROI and the value of their programs.

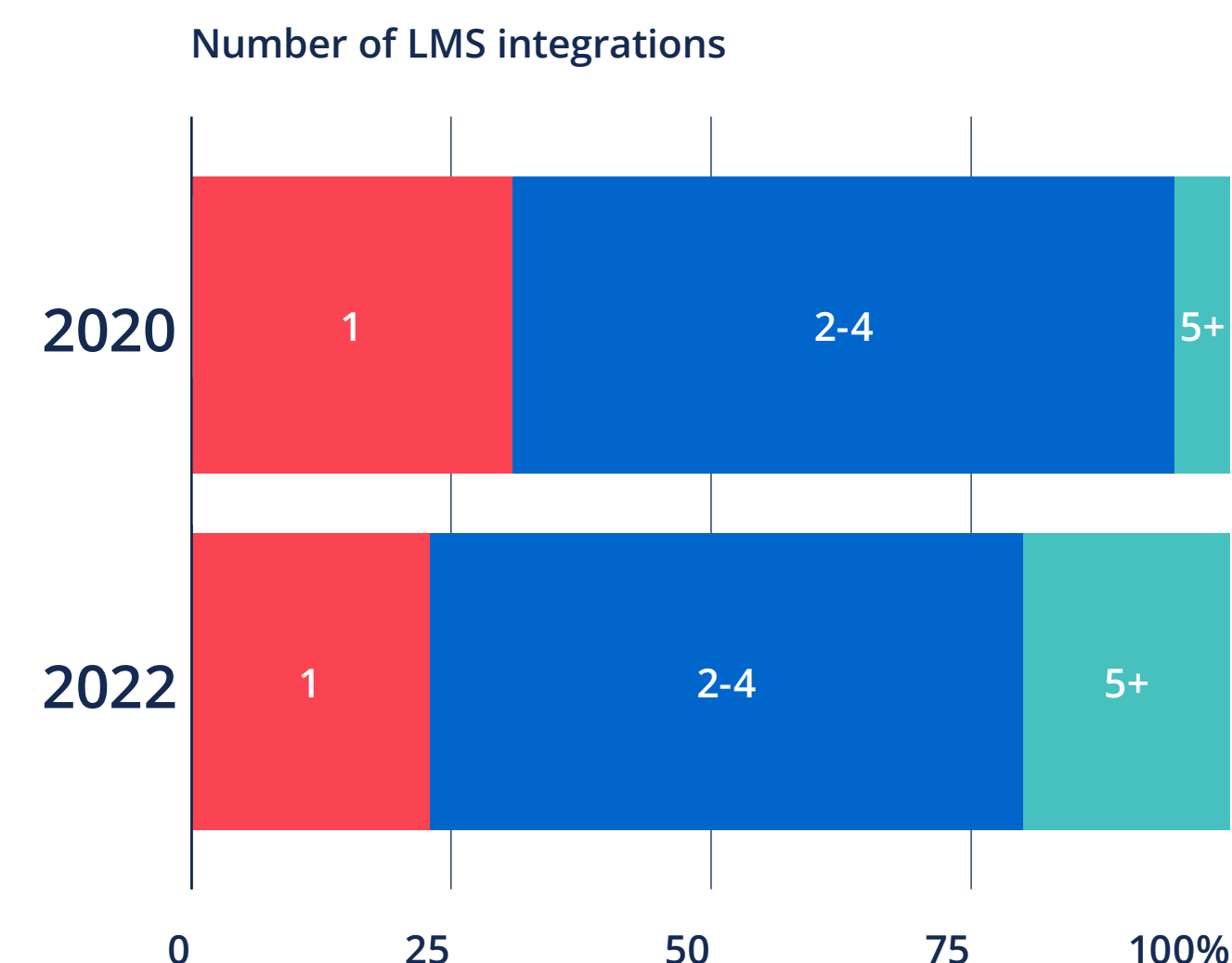
When evaluating an LMS platform, ensure you can easily integrate with and pass user data to create a comprehensive customer education ecosystem powered by data-driven insights.

The need for integrations is growing in importance. Organizations are connecting more of their tech stack with their education programs because of the growing emphasis on education and the increasing need to show value across their business. Companies now require the ability to fully integrate their education platform with multiple tools and technologies to prove ROI and demonstrate the value of their programs.

ENSURE YOUR LMS INTEGRATES WITH THE FOLLOWING COMPONENTS OF YOUR TECHNOLOGY STACK:

- Customer relationship management
- Marketing and sales process automation
- Content management systems (authoring, document storage, surveys and quizzes, video and web conferencing, and video hosting)
- eCommerce and payment gateways
- Customer experience (community engagement, customer service and support, customer success platforms, and gamification)
- Secure access and authentication (SSO)
- Business intelligence and workflow (data visualization tools, web analytics, workflow automation tools)
- Badges, testing, and certification

How many LMS integrations does your company take advantage of?



From the respondents in our 2020 Benchmark Survey and our 2022 Benchmark Survey, we saw a four-fold increase in the percentage of companies with five or more LMS integrations.

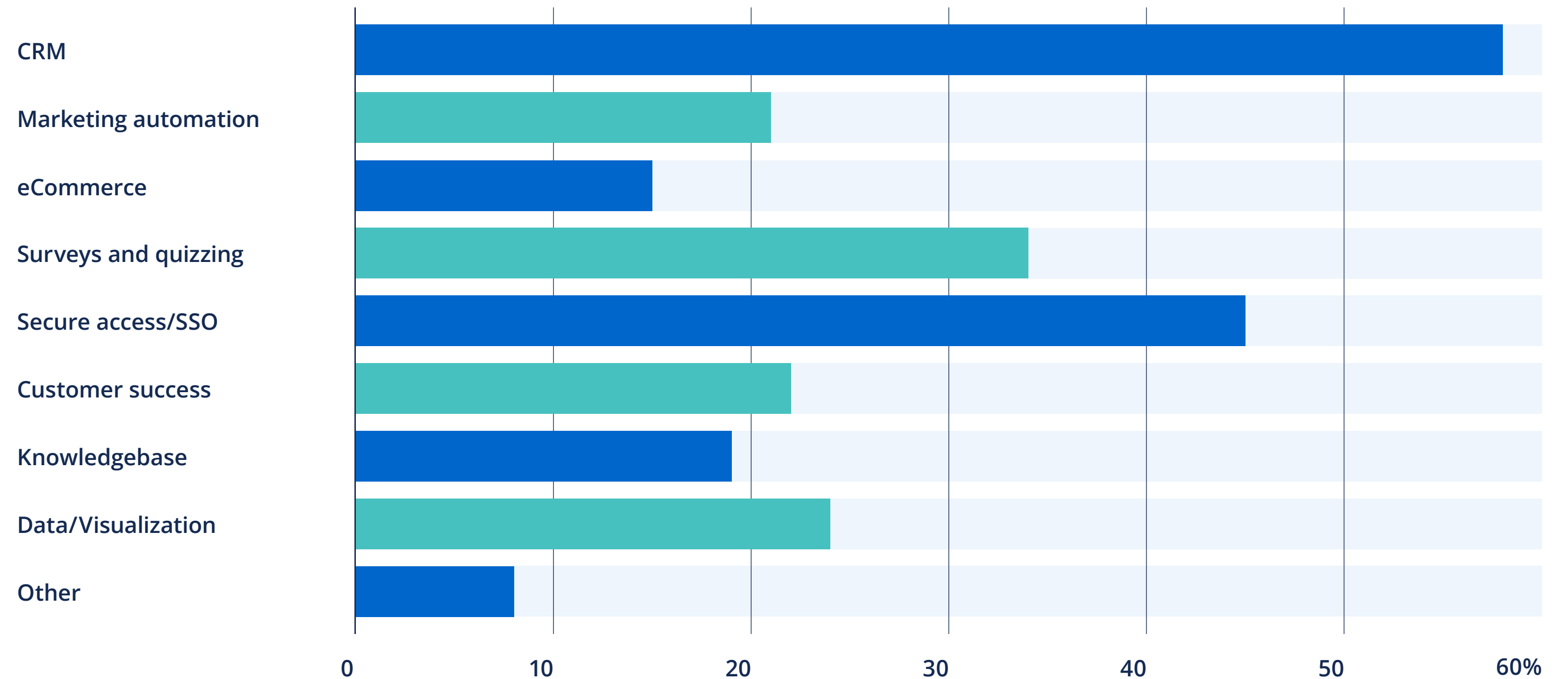
Current integrations

Which of the following business tools does your customer education software integrate with?

Of those businesses with at least one LMS integration, the majority integrate with CRM (58%), followed by Secure access/SSO (45%).

Connecting to many integrations affords your users a seamless UX experience, and on the back end, provides your education team and decision makers with real-time data and insights they need to make business decisions.

Combining training data with other customer success and support data gives you valuable insights into your program and helps you recognize areas to improve your business. It is also incredibly useful to show the value your education provides to the broader organization.



“ Having that connection between Skilljar and Salesforce has helped us make a business case and prove ROI for education at Asana.”



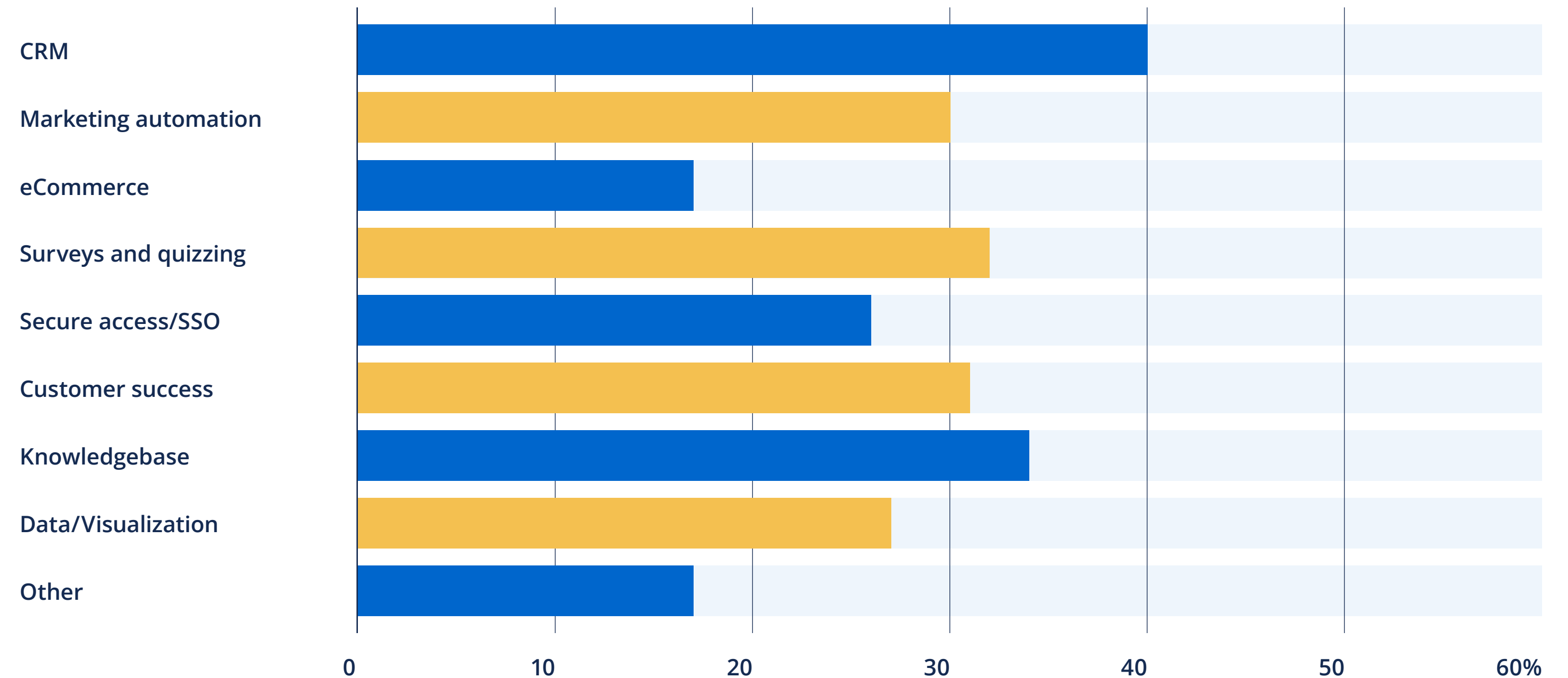
CARLA BAGDONAS
Customer Education
Asana

Planned integrations

Which of the following business tools does your customer education software plan to integrate with in the future?

Of the 40% of organizations with an LMS currently not integrated with a CRM, nearly all of them note that it is on their roadmap to do so in the near future.

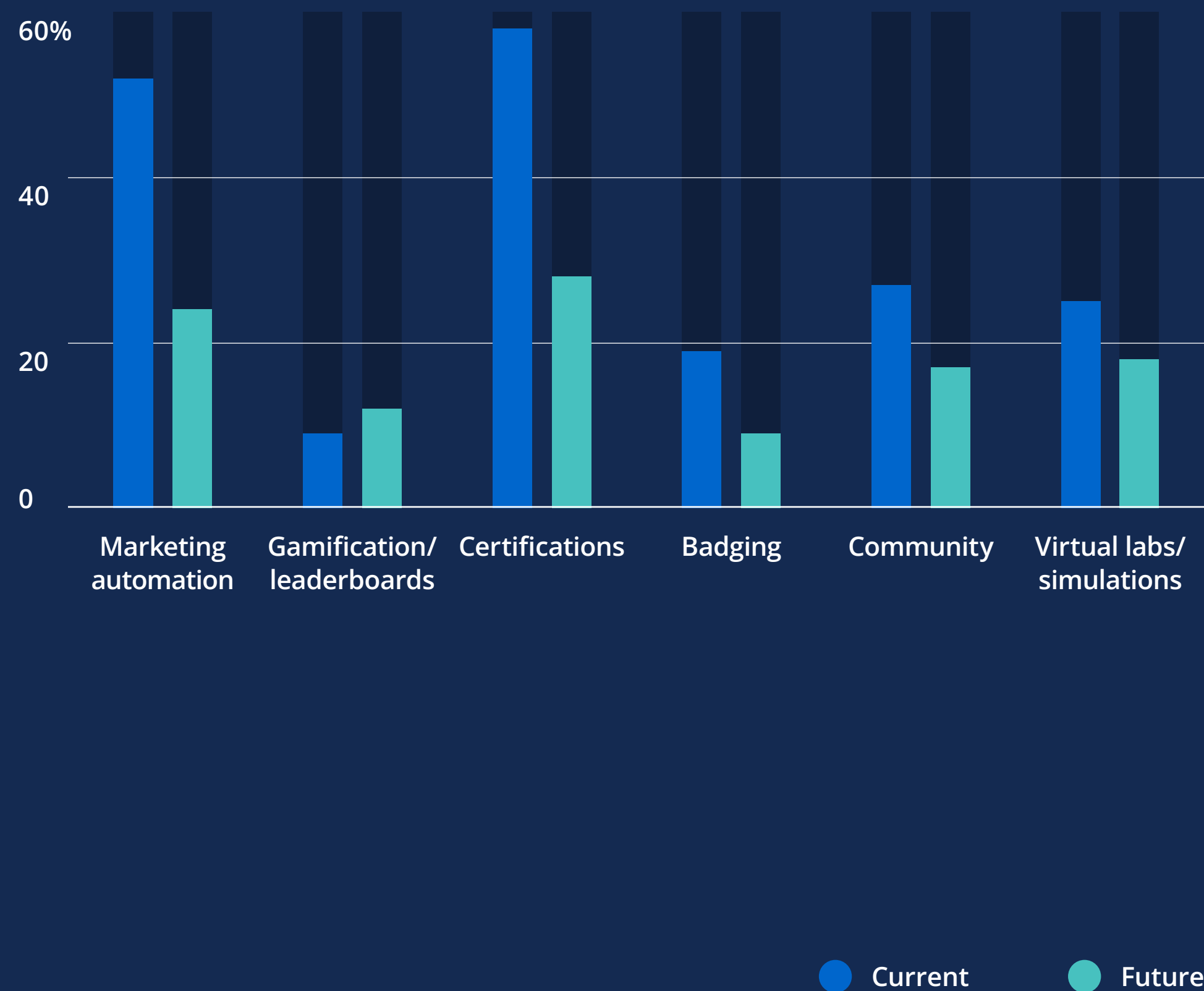
Other planned integrations include a knowledgebase (34%), surveys and quizzes (32%), customer education (31%), marketing automation (30%), data warehouse/visualization (27%), secure access (26%) and eCommerce (17%).



Training Program and Engagement Strategies

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What strategies are you currently using to drive training program engagement and/or impact with your learners?



Engagement tactics

CERTIFICATION REMAINS THE PRIMARY TACTIC FOR DRIVING ENGAGEMENT

Certifications continue to be the most-used education program tactic. Certifications drive value for the learner by providing them with advanced product knowledge, official credentials, and serve as a reason to complete more training.

WHY OFFER CERTIFICATIONS?

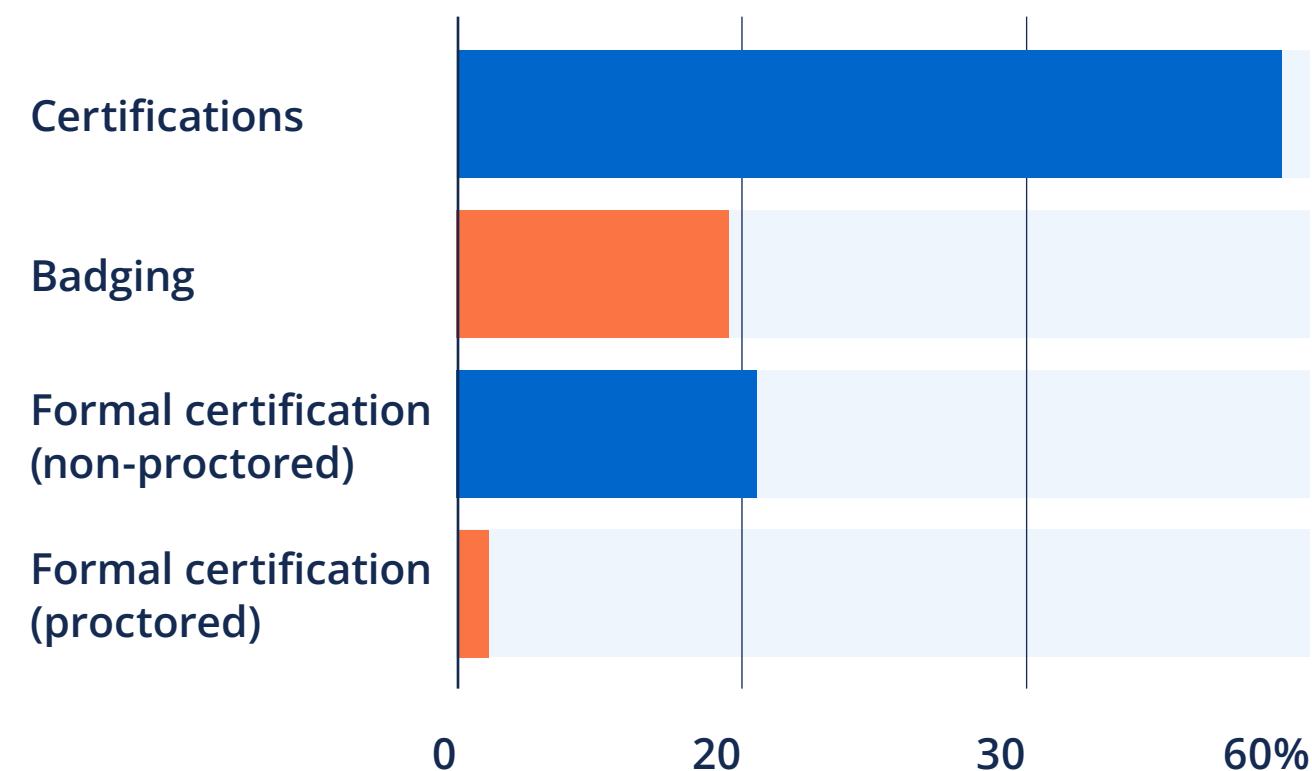
- Validate knowledge and increase user confidence
- Increase the marketability of your program with badging and social sharing
- Enhance the credibility of your program to prospective customers and competitors

Certifications and badging

Does your company use certificates, formal certification, or badging programs?

49% of respondents state they have some form of certification program. Of these, the majority (60%) use the program for industry/brand recognition, 20% use certifications for compliance purposes, and the remaining 20% use certifications to help drive product adoption.

Offering a certificate is the most popular form of certification (58%), followed by formal (non-proctored) certifications (21%).



CERTIFICATIONS

A measurement of skill(s) and demonstration of how well an individual can apply their learning to a total solution, typically with a test at the end to prove knowledge.

BADGING

A branded badge can be awarded at the end of a training course to validate what an individual has learned and can be downloaded or shared via social media.

FORMAL CERTIFICATION (NON-PROCTORED)

Certification earned by passing an exam that follows a standardized process and validates an individual's qualifications in a certain subject. Certifications can expire and require learners to be re-certified.

FORMAL CERTIFICATION (PROCTORED)

All of the requirements of non-proctored, but here learners are monitored while taking the exam to make sure they're not looking up answers or getting help. Today, proctoring can be in person or provided remotely.

A leader in certification

Procore takes certification to an entirely new level. Procore connects people, applications, and devices through a unified platform to help construction professionals.

1. In revamping their online onboarding and certification strategy, the Procore training platform became open to all customers, employees, and industry professionals.
2. Since launch, Procore has granted more than 600,000 certifications and has a course completion rate well above the industry standard.
3. Procore expanded its course offerings to include the development of five job-related task simulators that walk users through the process of performing a task using Procore's mobile iOS app.
4. The ability for users to publish Procore certificates to their LinkedIn profiles created a new channel for lead generation, driving brand awareness.
5. Procore launched a private Procore Certified User Group on LinkedIn, where members must add their certificate to their LinkedIn profile in order to gain membership. There are currently more than 3,500 members.



COLLEEN LAI

Senior Director,
Documentation & Certification
Procore

Duda on why certification is important to their business

Duda's professional website building software is used by agencies, SaaS companies, and web hosting companies. Like many SaaS companies, Duda offers a certification program for users who have developed skills in website design, platform development, and using developer tools.

Because Duda is a growing software company, the product is constantly changing with daily deployment updates and code changes to enhance the offering. Making sure users are re-certified, meaning, renewing their certifications annually, is an important goal for their program.



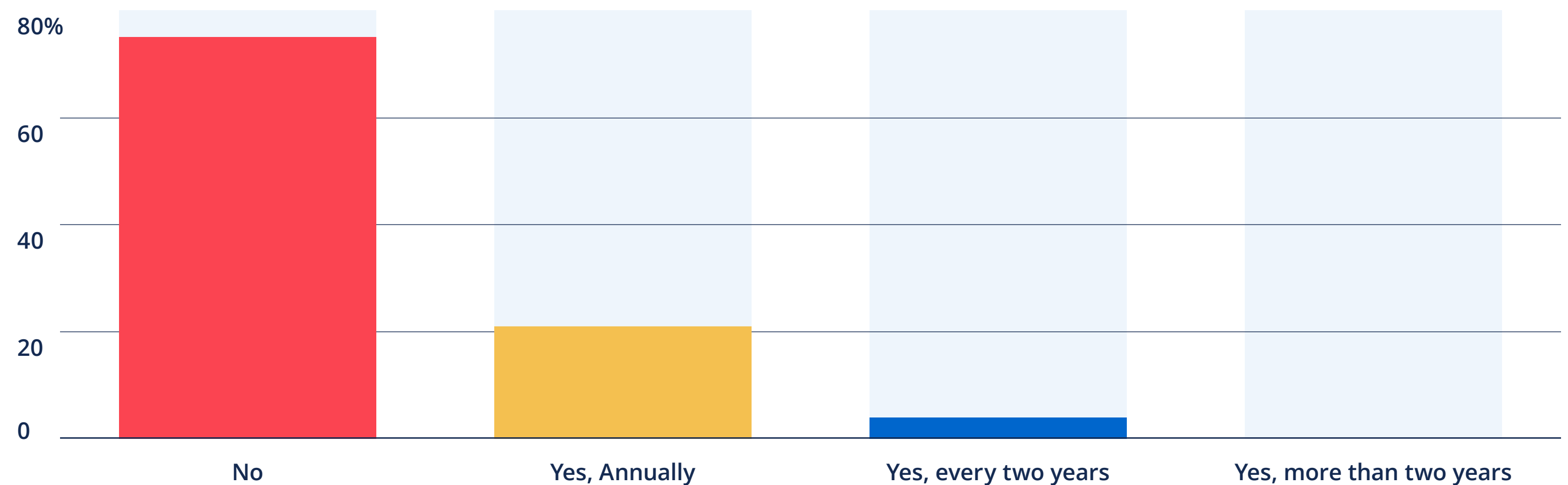
DAN HANSEN

Learning Experience Design Lead
Duda

Re-certifications

Do your certifications expire, requiring learners to get re-certified on a periodic basis?

76% of programs that have certifications do not require learners to get re-certified, even on a periodic basis.



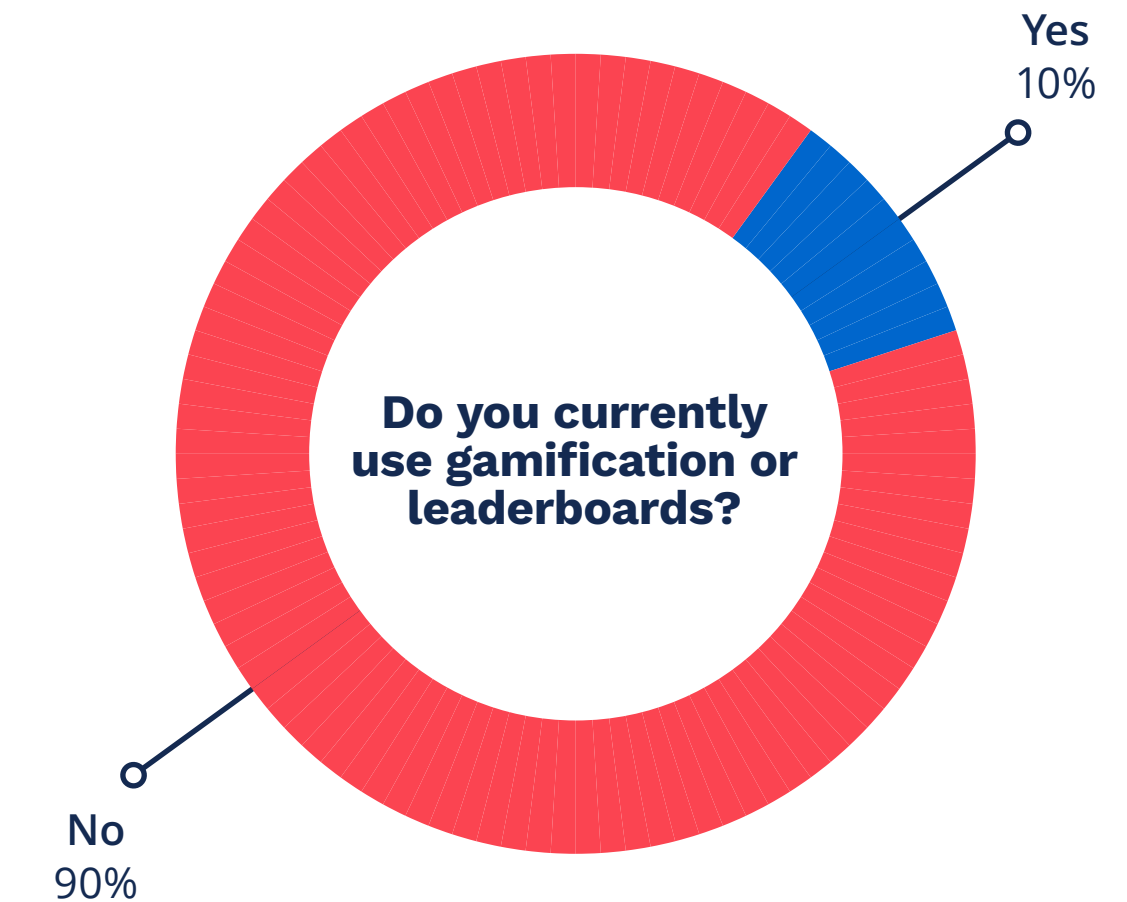
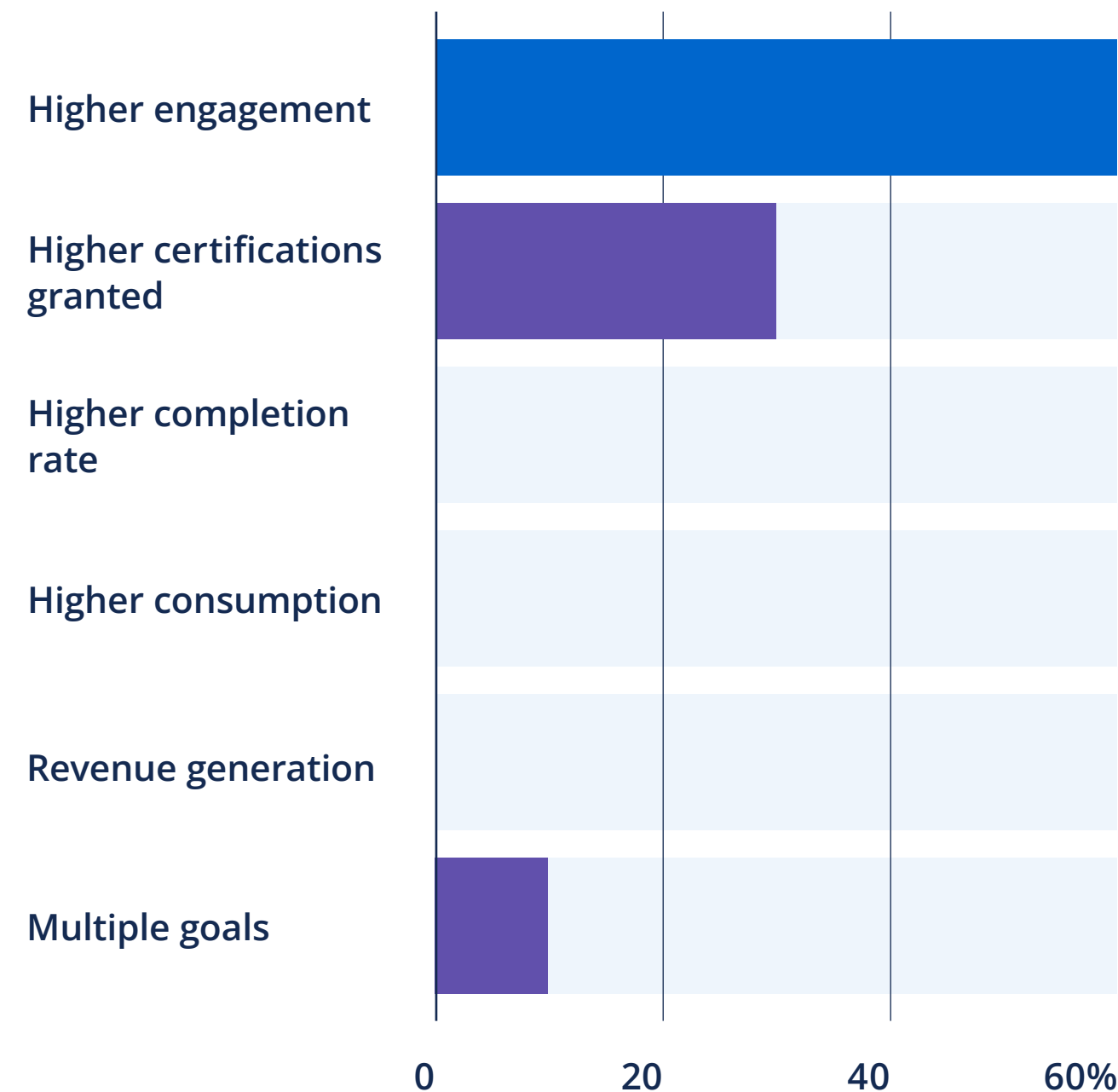
Gamification

In many cases, gamification has proven to be a remarkably effective way to create training that appeals to learners. Leaderboards and point systems go a long way toward motivating customers to engage with training.

At Skilljar, we've found that most of our customers prefer to integrate rewards into a broader customer advocacy program. However, for those that use gamification to issue rewards, this has proven to be a remarkably effective way to create training that appeals to learners. Leaderboards and point systems go a long way towards motivating customers to engage with training.

What is your primary goal with gamification/leaderboards?

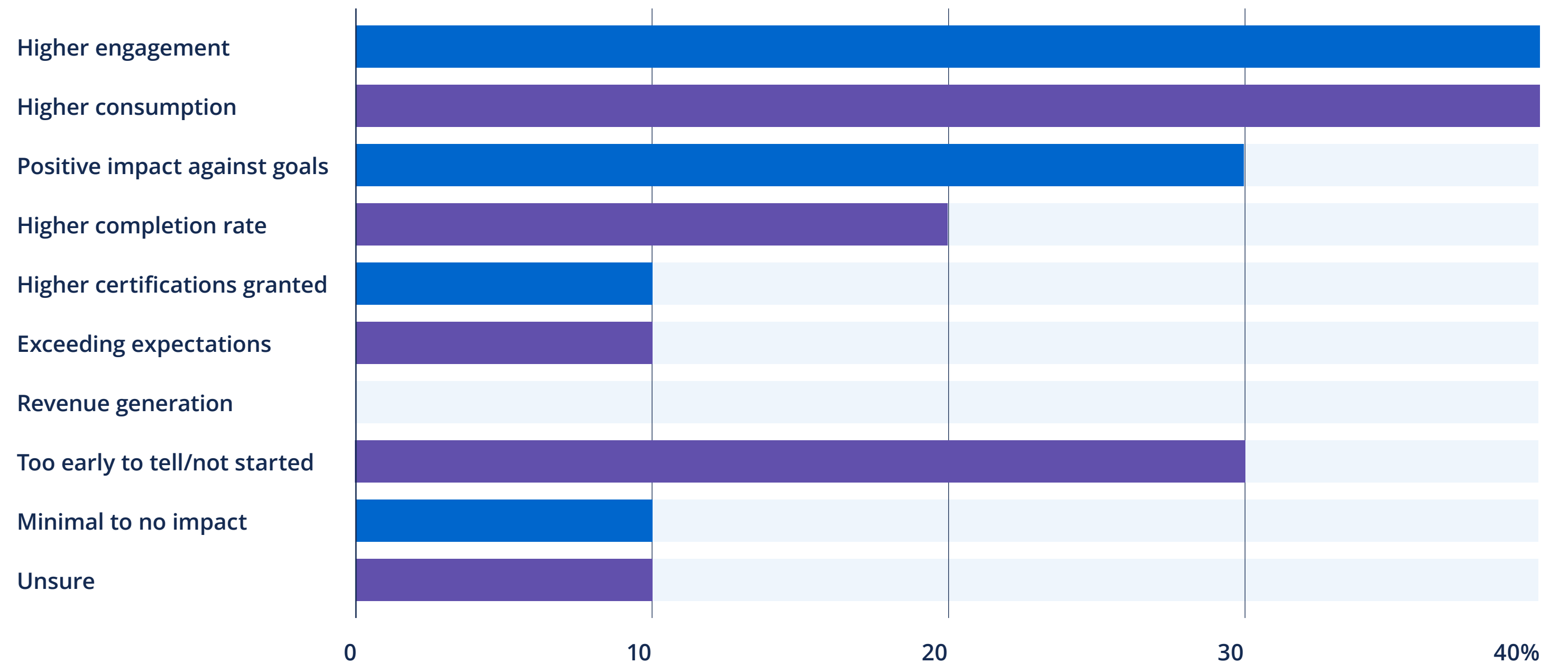
Very few companies stated they are using gamification as part of their education program engagement strategy. However, for those who are using gamification, higher engagement was a top goal.



Gamification impact

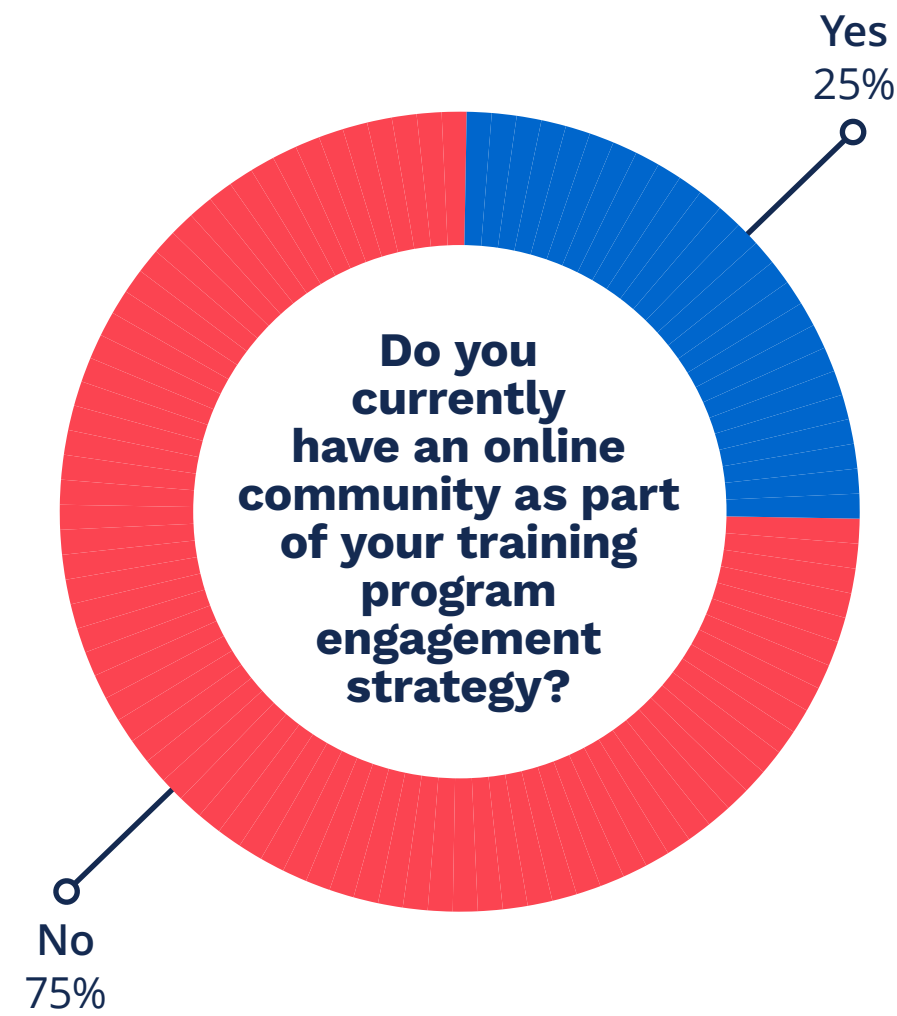
Gamification can mean many things to different people. 10% of respondents report using gamification, yet many more may unknowingly use gamification-like elements in their training (badges, certificates, etc.). Even without a formal gamification program, these types of rewards can be a powerful way to motivate customers to engage with training.

What impact have you seen from gamification/leaderboards?



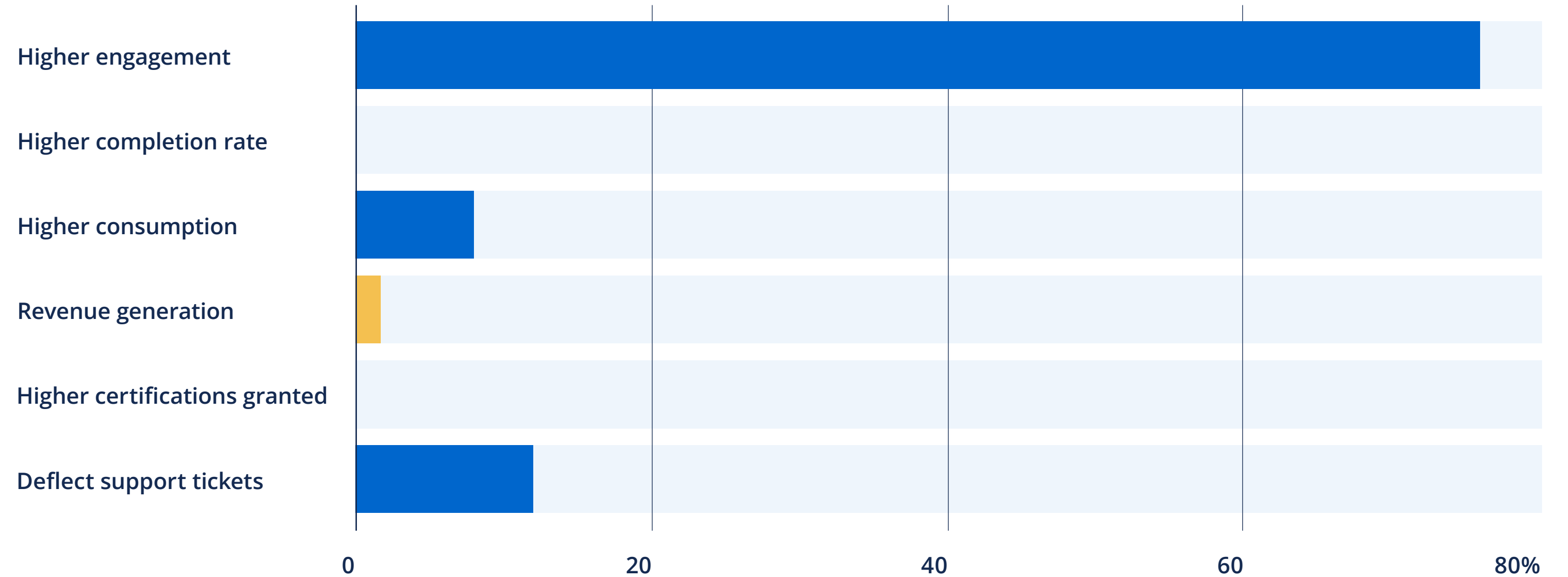
Community

Only 25% of respondents noted they have a community as part of their overall training program engagement strategy. However, Skilljar is seeing a growing level of interest in this area, as more customers look to implement a community solution.



What is your primary goal with community discussion boards for your training audience?

We asked respondents what their top goal was for creating a community. Of those who noted they have a community as part of their training program strategy, the large majority indicated that their top goal is higher engagement. Only 16% said that their community is used primarily as a tool to deflect support tickets.



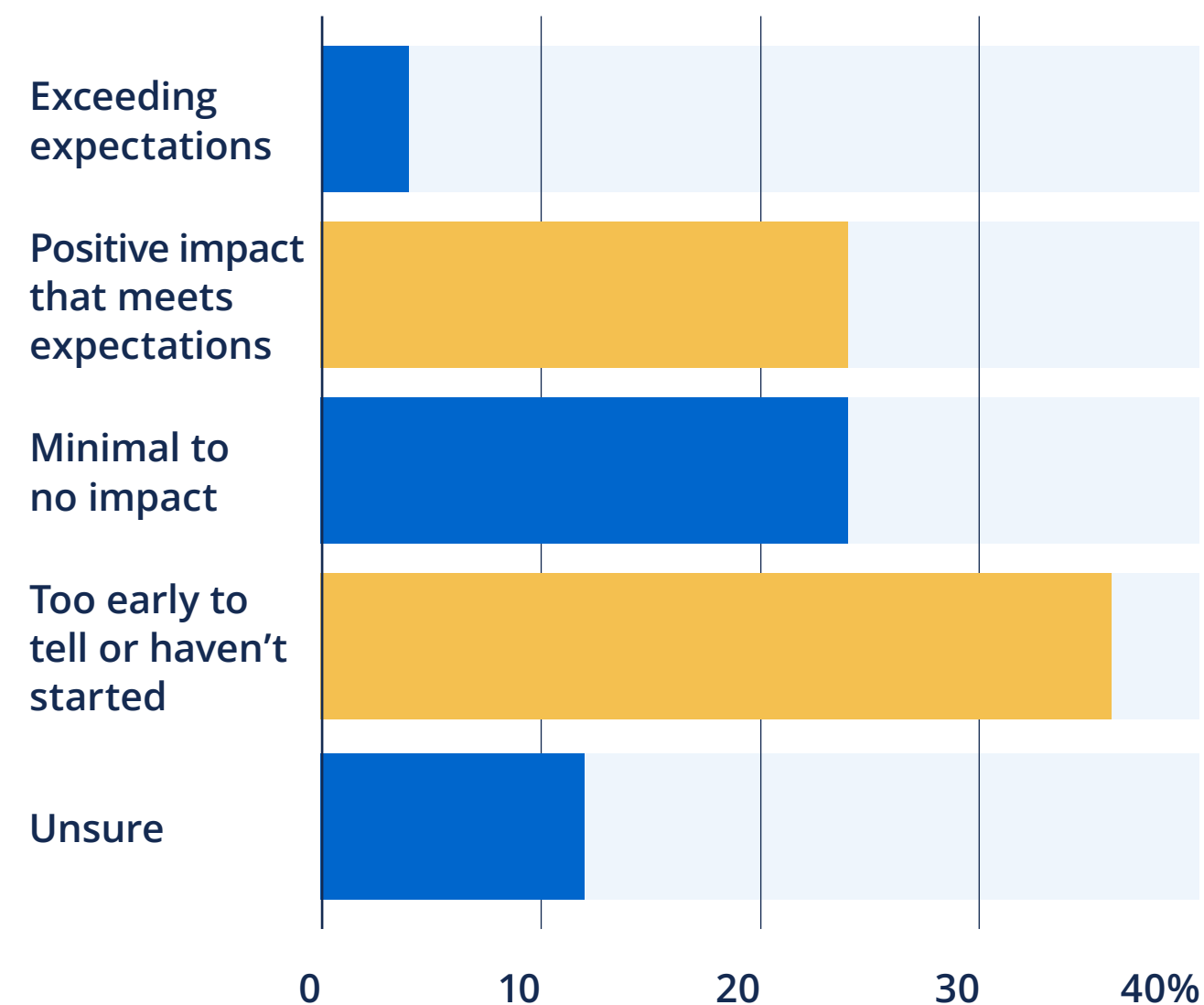
Community impact

Communities bring your customers together to build relationships and explore new ideas with others in their field.

Communities allow you to provide resources, or have your customers provide resources, without the need to contact support. Some organizations with a community as part of their engagement strategy have seen a reduction in the amount of customer support tickets.

What impact have you seen with Community discussion boards?

23% of respondents who have a community have seen minimal to no impact from their community discussion boards.



Four ways to ensure a successful launch of your community

GET INTERNAL BUY-IN ON STRATEGY

Companies love the idea of a community, but often don't have a shared strategy, plan, or direction to build or maintain it. Ensure your vision and strategy has company stakeholder buy-in and support.

ENSURE YOU HAVE RESOURCES

To build, manage, and support a community you need an owner. Your community manager handles the management of your community calendar, builds all content, drives engagement, and recruits advocates. Make sure you have a program owner so your community won't move down the list of priorities.

BUILD YOUR AUDIENCE

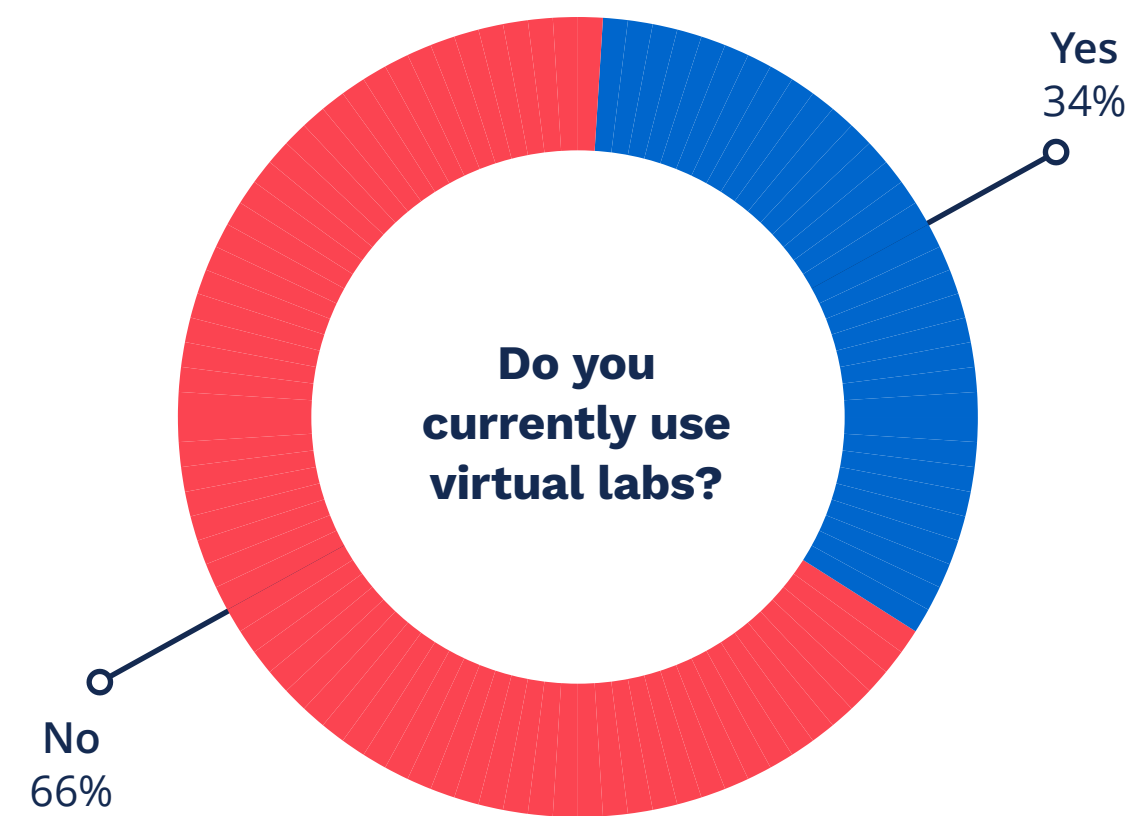
Build up your customer base and offer other ways to engage before starting a community. If you don't already have an engaged group of customers, it will be hard to get engagement in a community.

GET YOUR ADVOCATES, SMES OR THOUGHT LEADERS TO PARTICIPATE

It is your best customers and thought leaders in your industry that will be driving the conversations and bringing your customers back frequently. Be sure to recruit the individuals who will keep the conversations going at your community.

Virtual labs

Virtual labs refer to a virtual learning environment aimed at developing skills. Virtual labs allow the student to conduct various tests or product experiments without any constraints.



Zscaler uses virtual labs to grant advance certifications

Brittney Frenette, Customer Enablement Program Manager, and Sallie Gamboa, Training Manager at Zscaler, use labs to grant advanced certifications.

Both want to measure the learner's ability to apply what they have learned within their training. Frenette shared that this method is "Resource-intensive, so we reserve lab-based exams for high-level certifications and maintain scalable simulations for entry-level certifications." They are looking to further automate this process by integrating their lab solution with Skilljar.

Frenette details that, the first day is a guided practice day where learners are given four scenarios with a detailed lab guide that walks them through the necessary actions. On the second day, they're given an additional four scenarios with the same objectives and no lab guide.

Gamboa shares that their goal with this method is for learners to walk through the scenarios, and upon successful completion, pass the exam. This allows Zscaler to assess customer and partner skills and enhance their certification credibility.



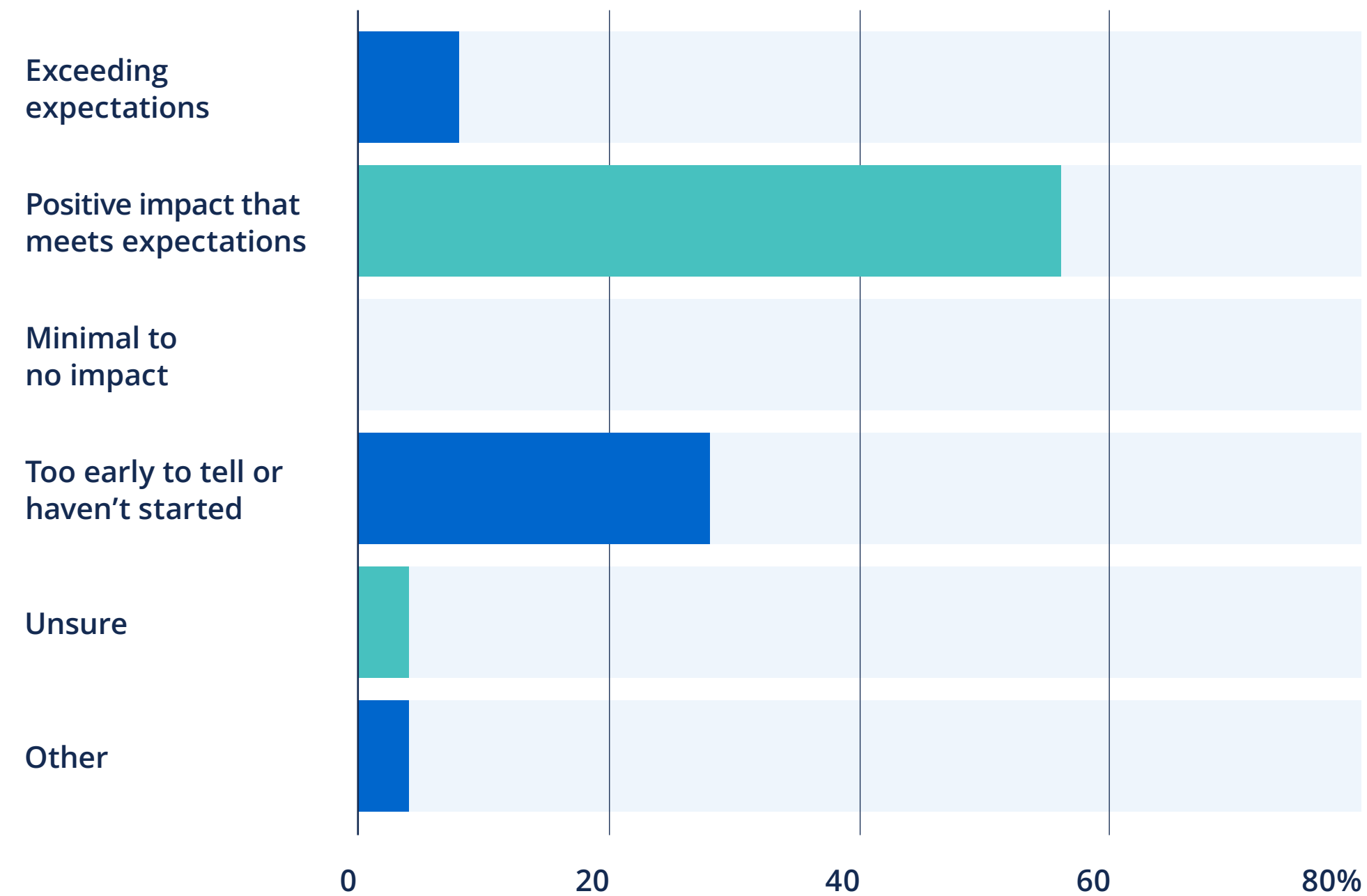
BRITTNEY FRENETTE
*Customer Enablement,
Program Manager
Zscaler*



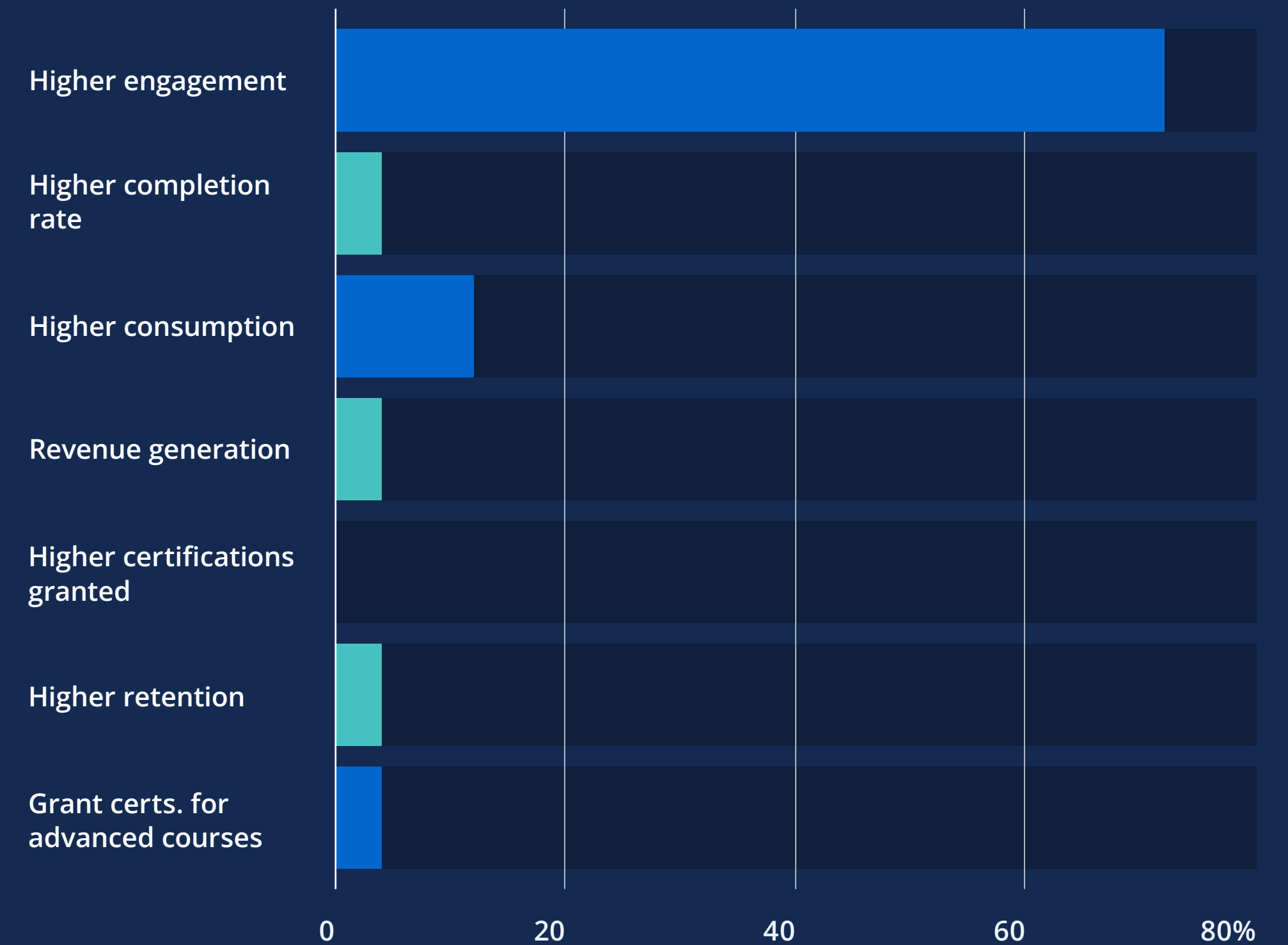
SALLIE GAMBOA
*Senior Manager Customer
and Partner Education
Zscaler*

Virtual labs impact

What impact have you seen with virtual labs/simulations?



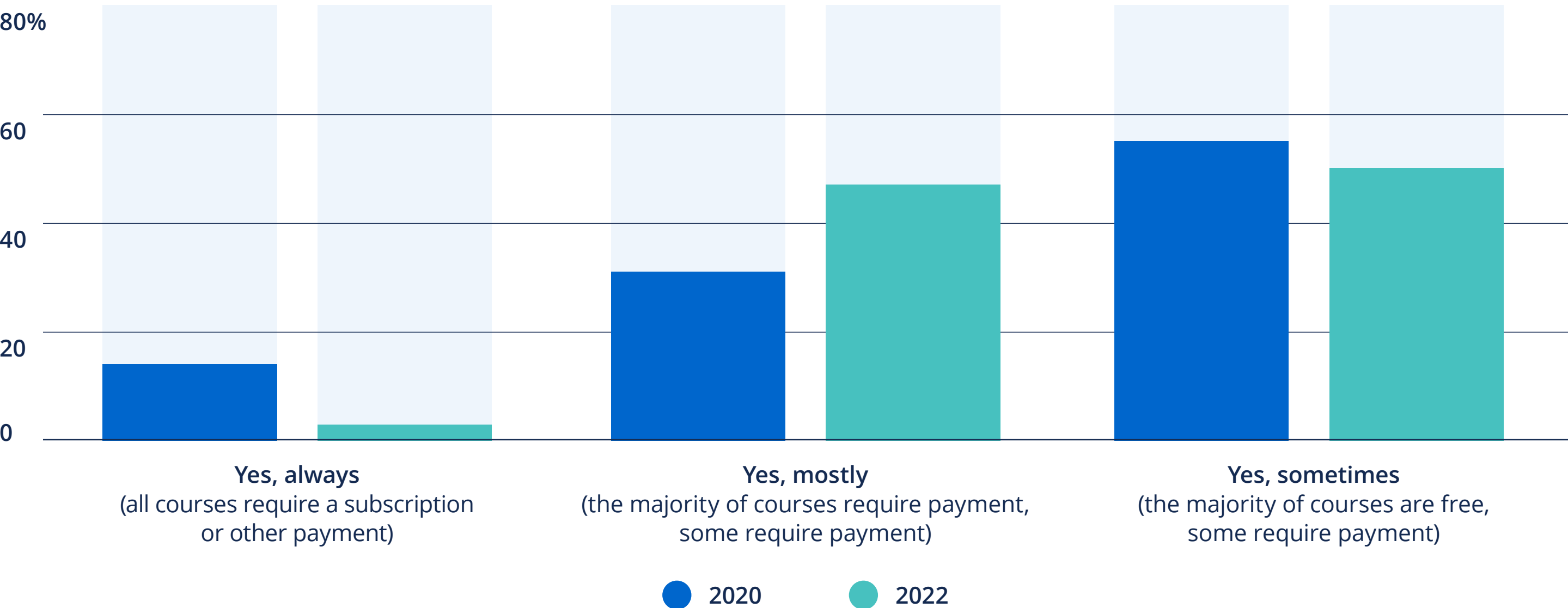
What is your primary goal with virtual labs/simulations for your training audience?



Monetization strategies

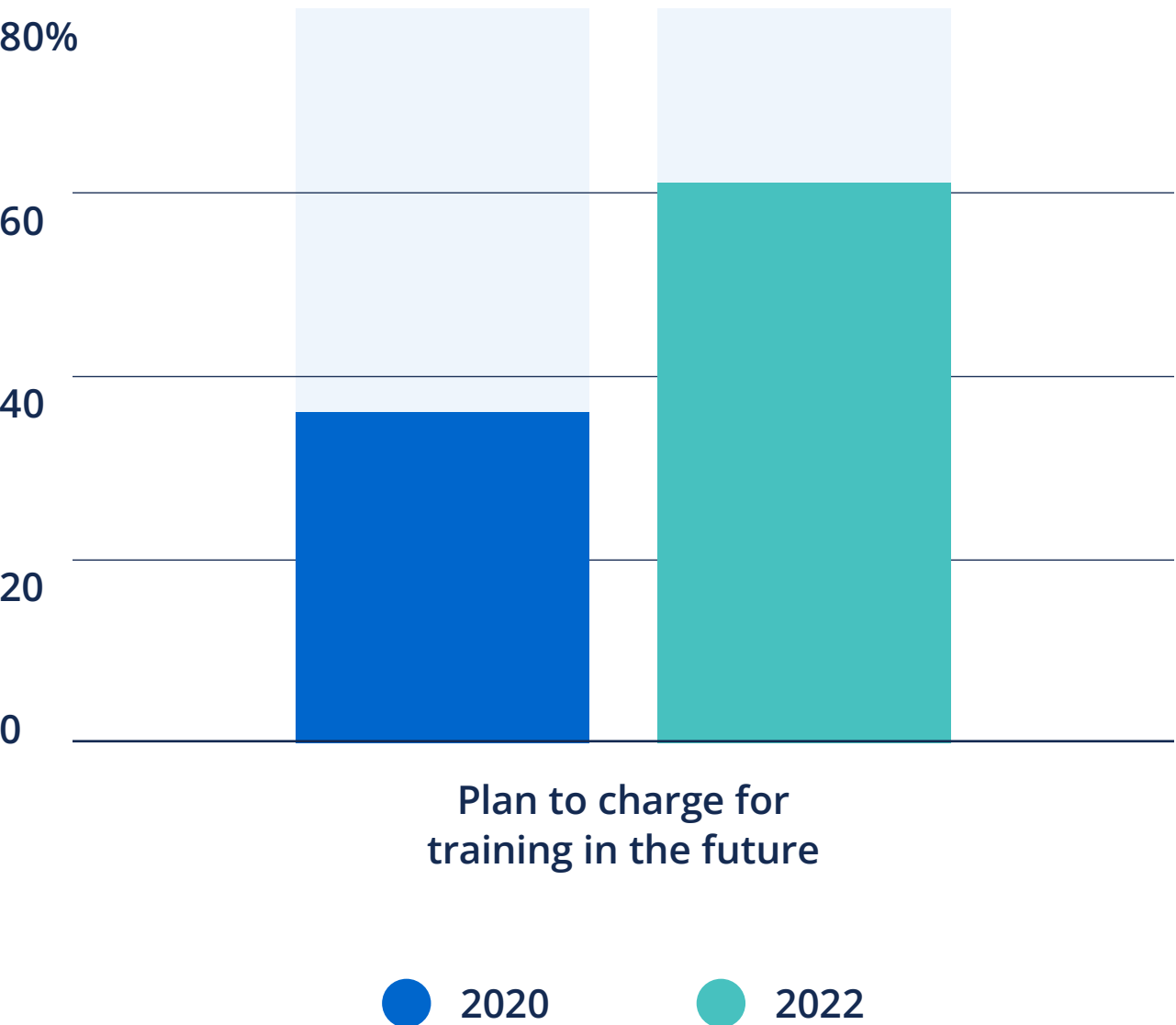
If you charge for training, how often?

For the companies who note they have formal certification programs, 29% are currently monetizing certifications. 38% of those that are not currently monetizing certifications plan to in the future. Monetization trends are shifting to better meet the goals of organizations.



For those who do not currently charge for training, what are the plans for the future?

Of those companies not currently charging for training, 61% indicated they are planning to do so in the future. This represents a changing tide compared to 2020, when more than 60% of respondents who did not charge for training indicated they had no plans to do so in the future.



Free vs. fee-based training

FREE TRAINING

For many businesses, especially those with an annual recurring revenue business model that rely on product adoption to reduce churn, reducing barriers to training by making it free may make sense. Companies that invest in training realize:

- Happier customers
- Customers that actually gain value from their product or service
- Customers that stick around longer and continue to renew year over year

FEE-BASED TRAINING

Training programs make customers and end users more engaged and better at using your product, and keep them hungry to learn more. This training has value to both you and your learners and it often makes sense to monetize the training.

Many education leaders are deciding to monetize when:

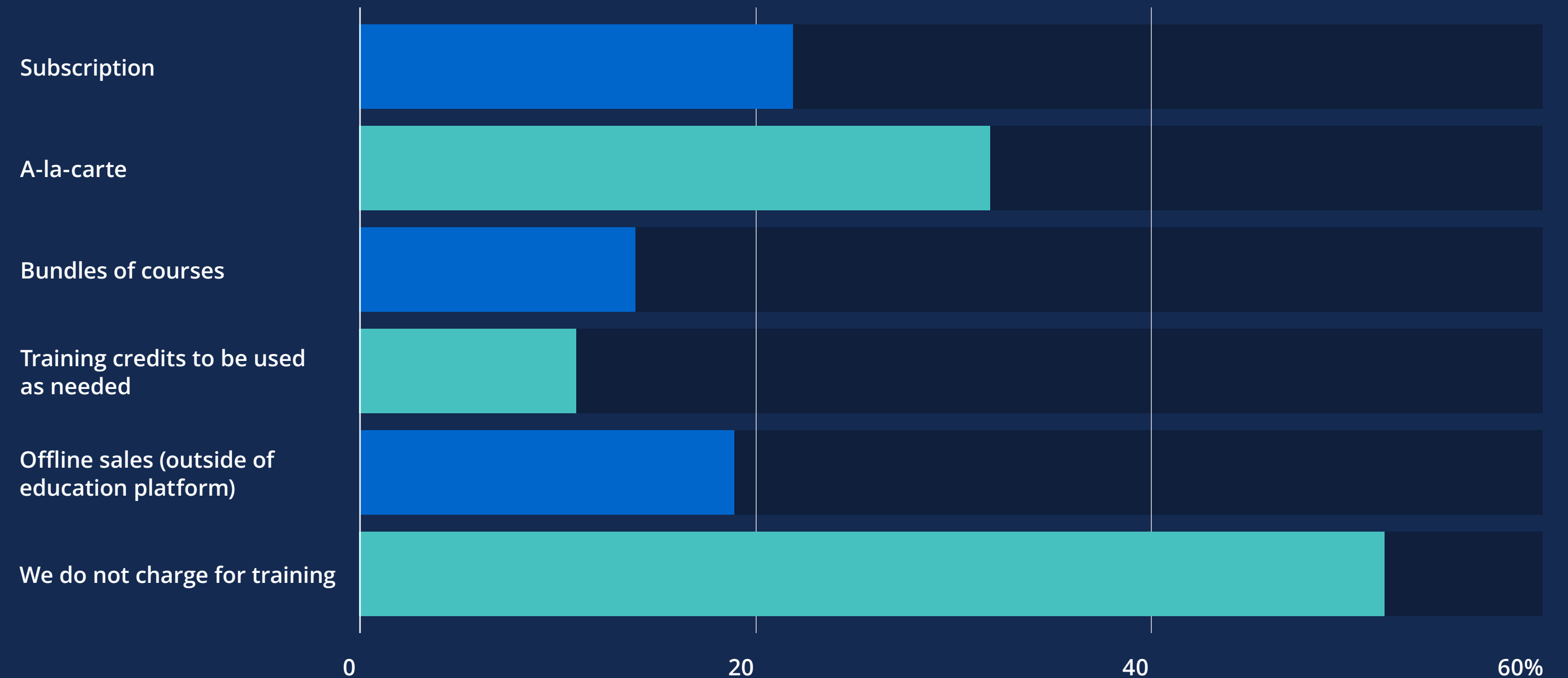
- Courses have a certification or badge associated with them
- Courses are for an advance level of learning
- Courses use a live instructor or direct access to subject matter experts
- Virtual labs or a test environment is available for your learners

As previously noted, we are seeing an increase in companies who market some of their courses for free, and some courses for a fee.

Monetization models

Which sales model do you use when you charge for training?

Monetization can take several forms, although the majority of programs who do charge for their content or courses, choose to price their training via an a-la-carte model.

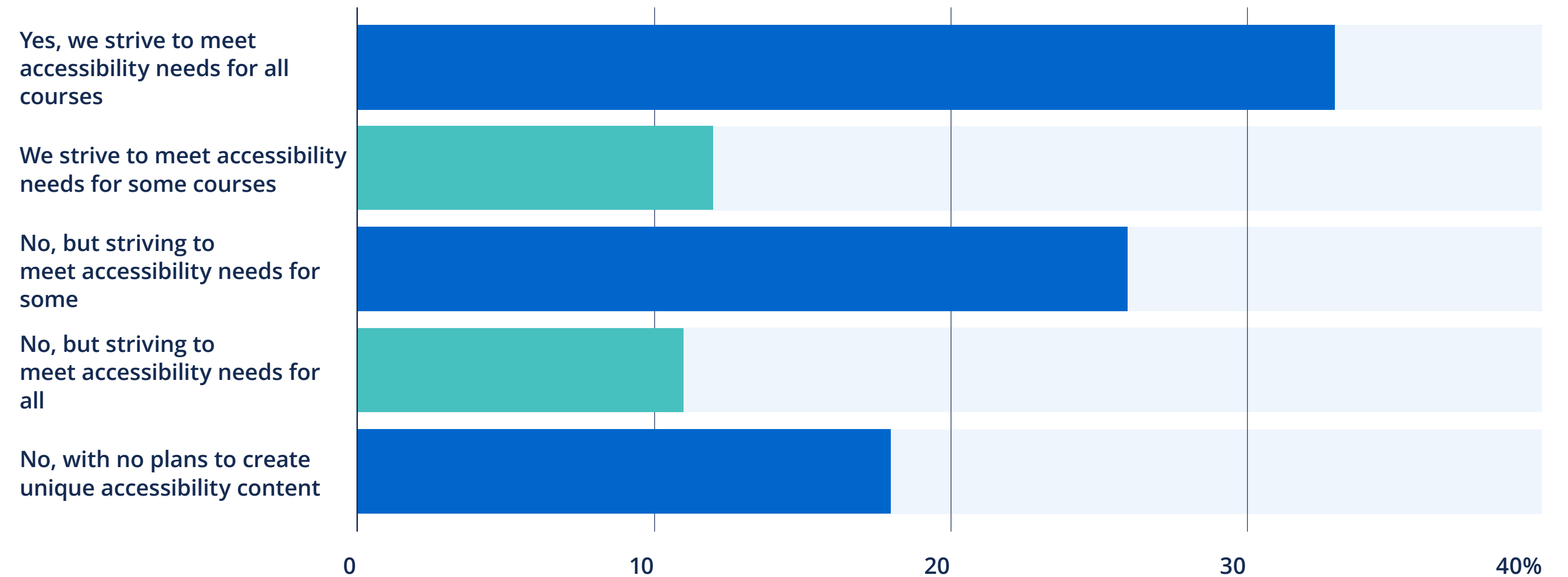


Content

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Creating accessible content

When creating your content or curriculum design, do you strive to create courses with accessibility to people with a diverse range of hearing, movement, sight, and cognitive abilities?



Accessible content

45% of respondents indicate they are currently striving to meet accessibility needs for all or some of their content, while 18% indicate they have no plans to create unique accessibility content for their users.

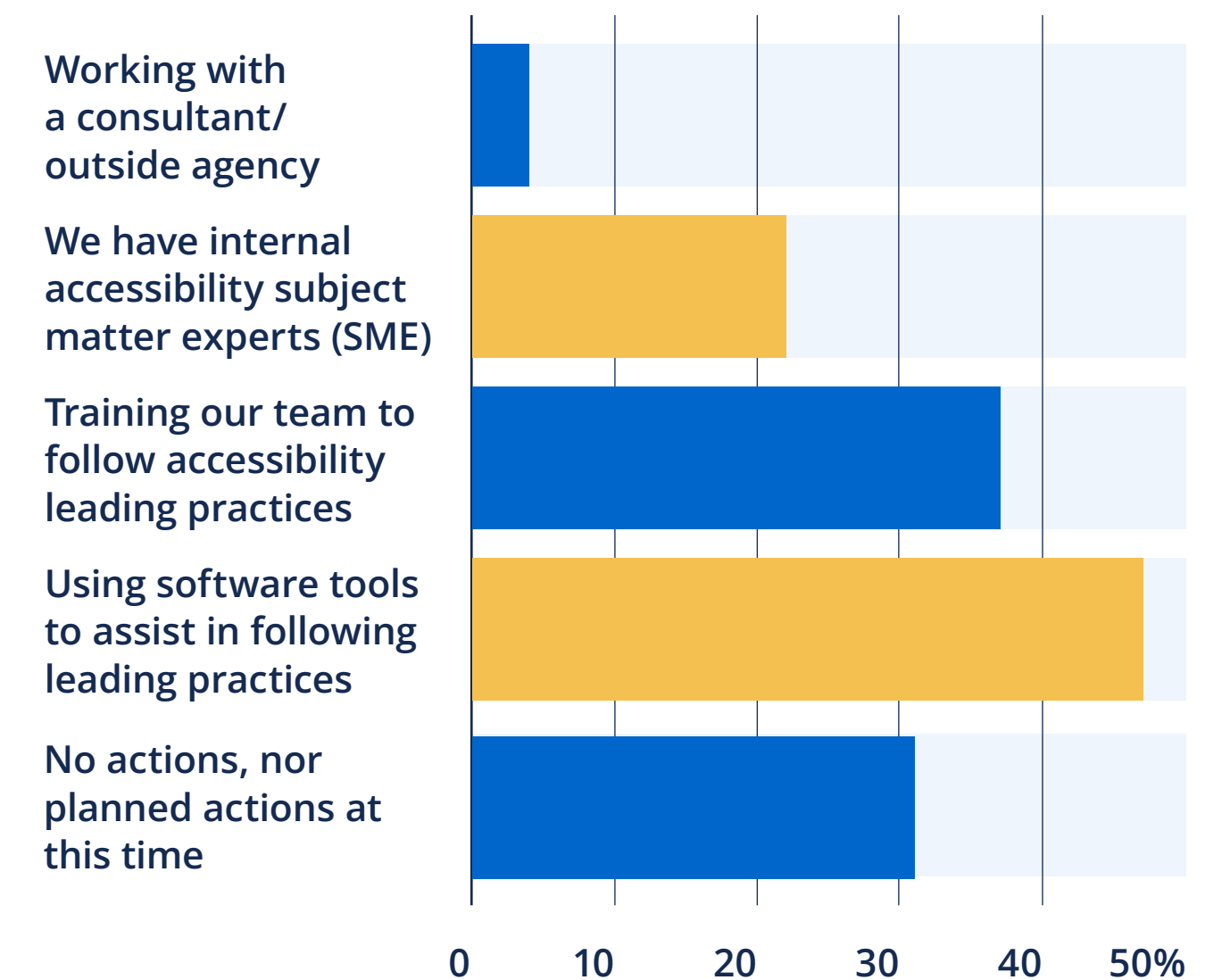
Education and training content that is accessible to people with disabilities is a practice that all programs should strive to meet. Incorporate content into your roadmap that accommodates learners with disabilities.

Content can be made more accessible by considering color contrast and reading level (9th grade level is recommended). For video, a customer should plan to create a transcript of their video and upload it as an option to the same lesson. Another option is to add subtitles to the video. For more information on accessibility, see these resources:

- [Web Content Accessibility Guidelines \(WCAG\) 2.0](#)
- [WebAIM: Contrast Checker](#)
- [W3C Multimedia Accessibility FAQ](#)

Companies can meet accessibility requirements by using software tools like Skilljar, designed to meet web content accessibility guidelines outlined by W3C's Web Content Accessibility Guidelines 2.0 (WCAG) Double-A. Companies can also solicit help and support from consultants or internal subject matter experts.

What actions are you taking or planning to take to make courses more accessible?



How LinkedIn uses localization

LinkedIn's learning program for Talent Solutions customers is offered in 11 languages. Julie Collett, Manager, Learning Strategy & Design at LinkedIn Talent Solutions, offers the below advice to those looking to add localization to their education programs.

Start by shifting your mindset from localization as a standalone process, to localization as a core element in your overall content development strategy. No matter where your learning program is today, you can do these four things to set yourself up for success in the long run:

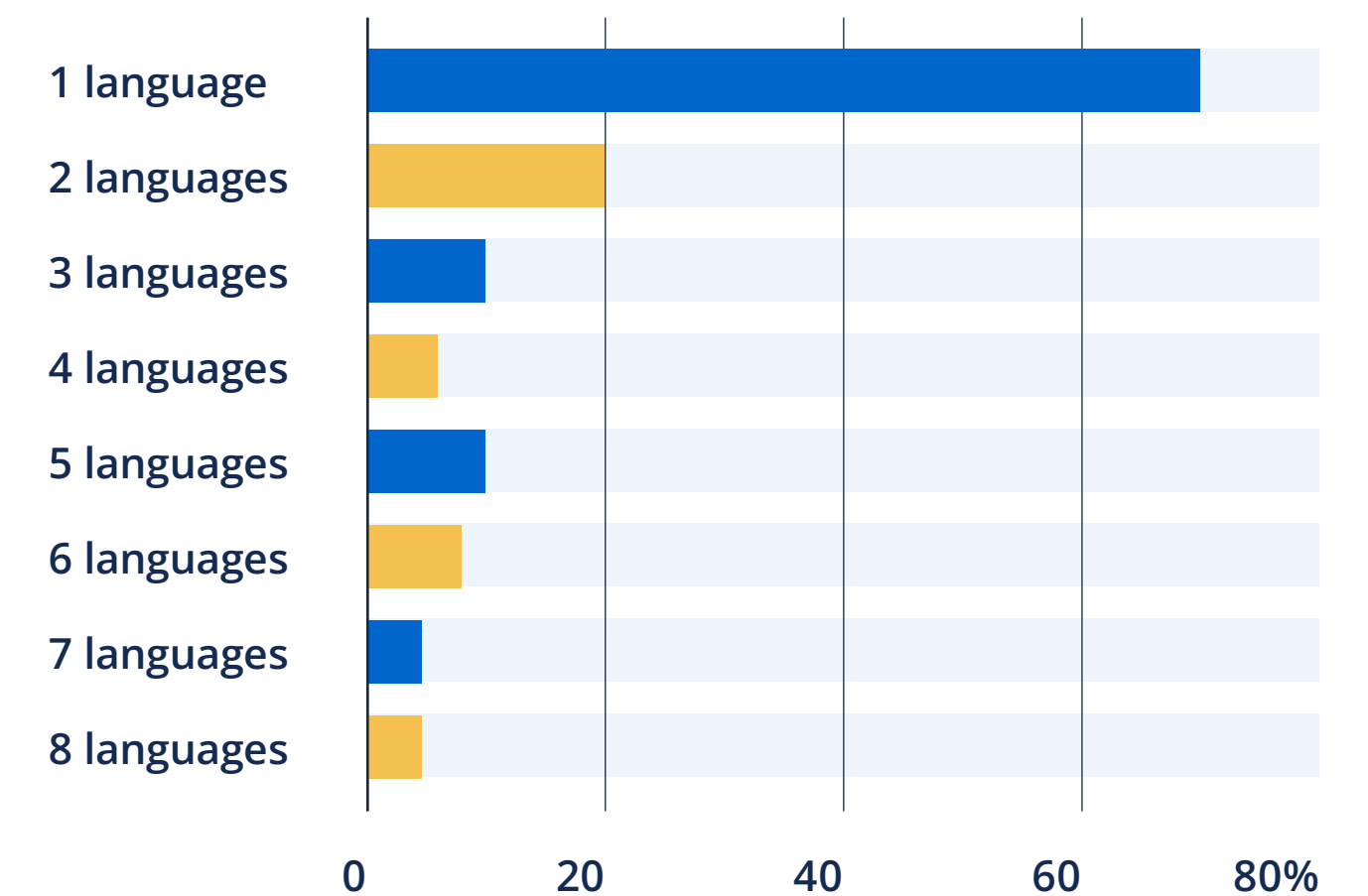
1. Design and develop learning materials from the start with localization in mind (e.g. Don't use locally specific examples). When the time comes to expand your catalog, your learning materials will already be prepared for localization hand-off.
2. Clearly define the scope and criteria of what you always localize, sometimes localize, and never localize early on and communicate these decisions to key stakeholders.
3. Prioritize localization efforts around the moments that matter most in the customer lifecycle. You'll unlock customer success more consistently when you are there for customers in these important moments.
4. Align your overall localization strategy with key business priorities to get buy-in and support from leadership.



JULIE COLLETT
Manager Learning Strategy & Design
LinkedIn

Training languages

How many languages do you offer your education and training programs in?



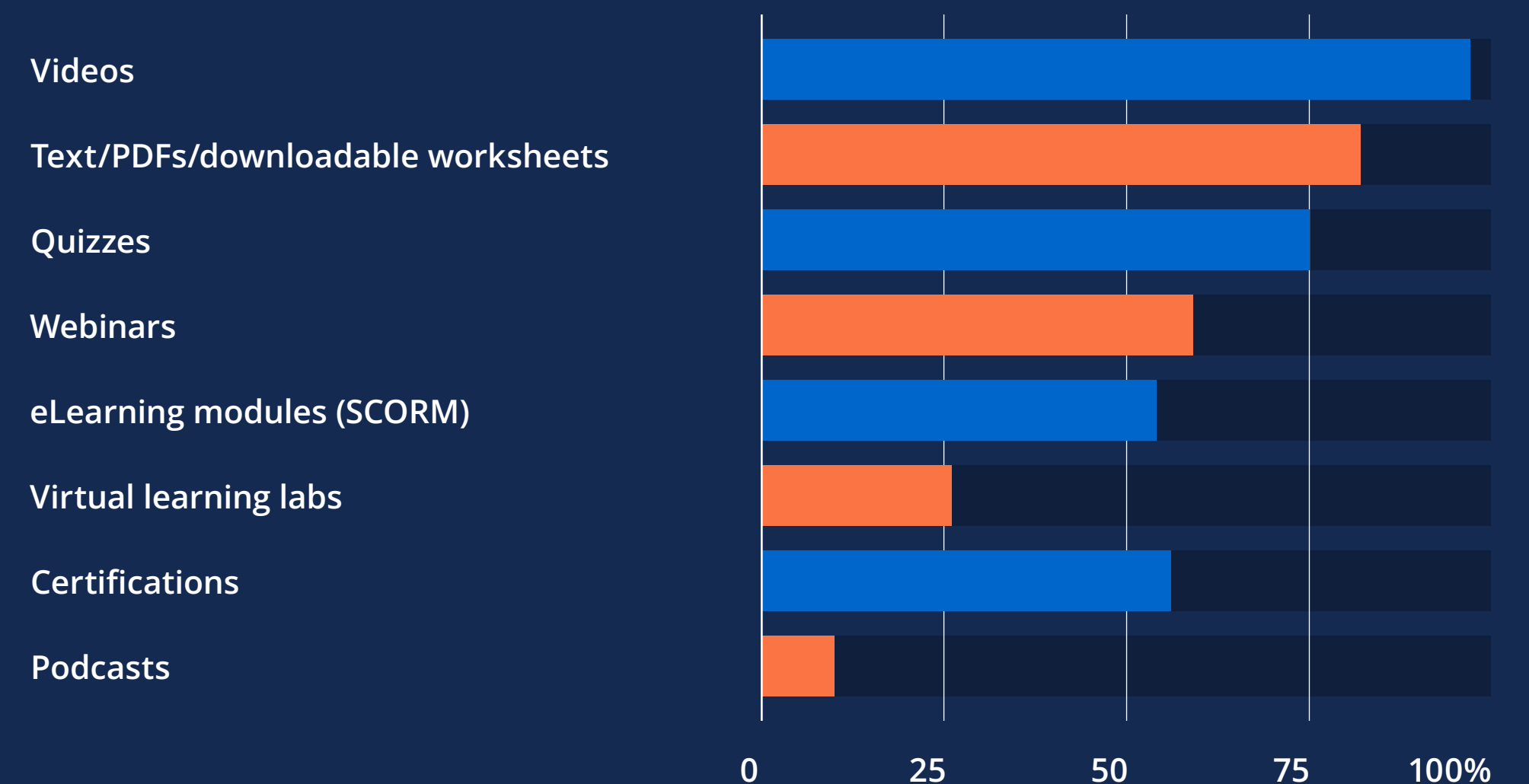
Only 17% of respondents offer their education program in more than one language. While the companies that offer more than one language tend to be larger, still, 60% of enterprise companies offer their program in only one language.

Content formats

Education leaders create a wide range of content across multiple formats to suit the preferences of different audiences. It's important to ensure that all content meets the goals and objectives of your overall program strategy. Without this, it's very easy for scope creep to occur; i.e., creating content that isn't a priority or isn't optimized for a broad audience.

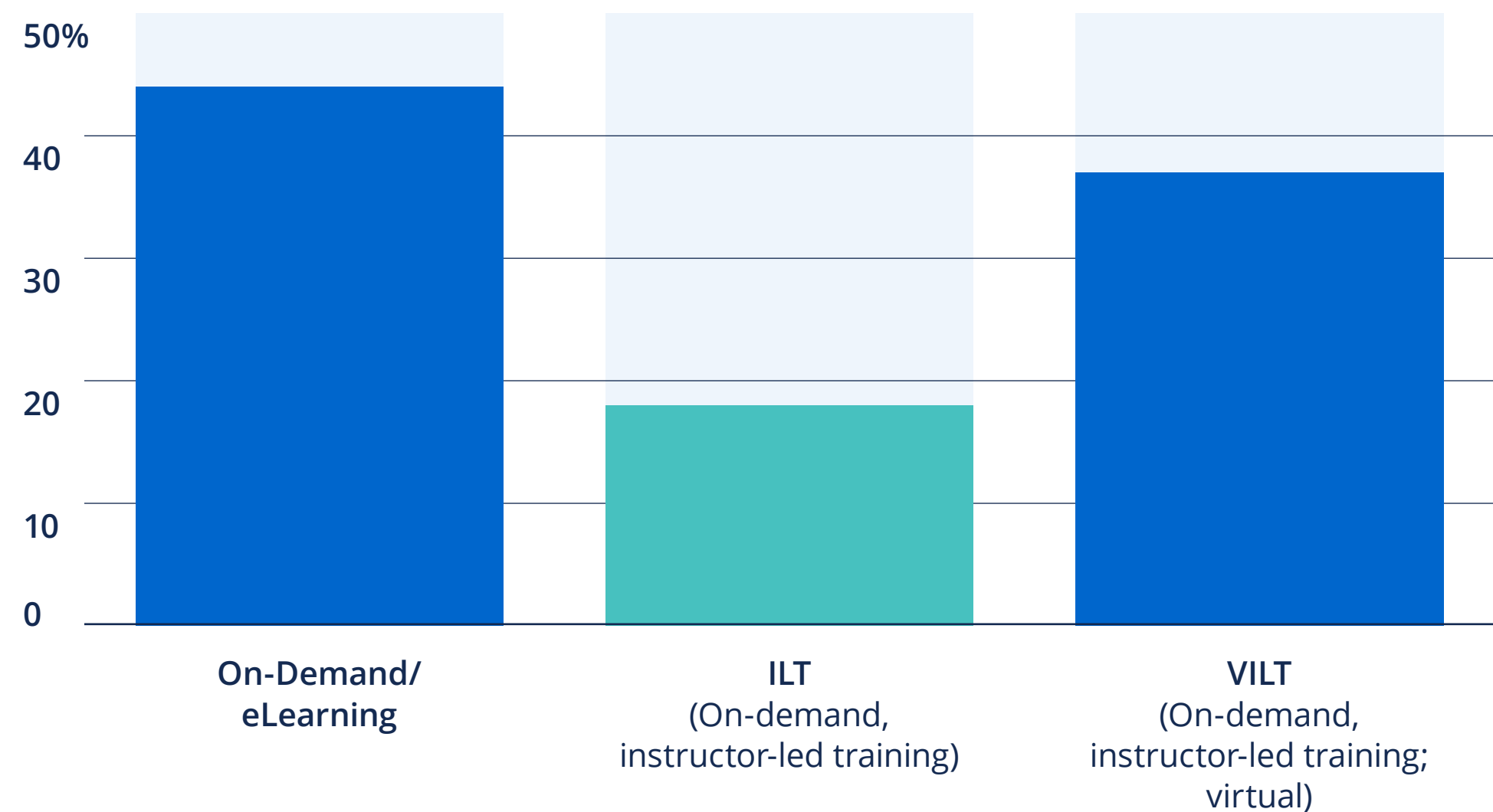
Check out Skilljar's [Content Strategy Canvas](#) to help you and your team align on goals, objectives, audiences, content needs, timelines, and KPIs.

What elements or formats of on-demand training are offered by your company?

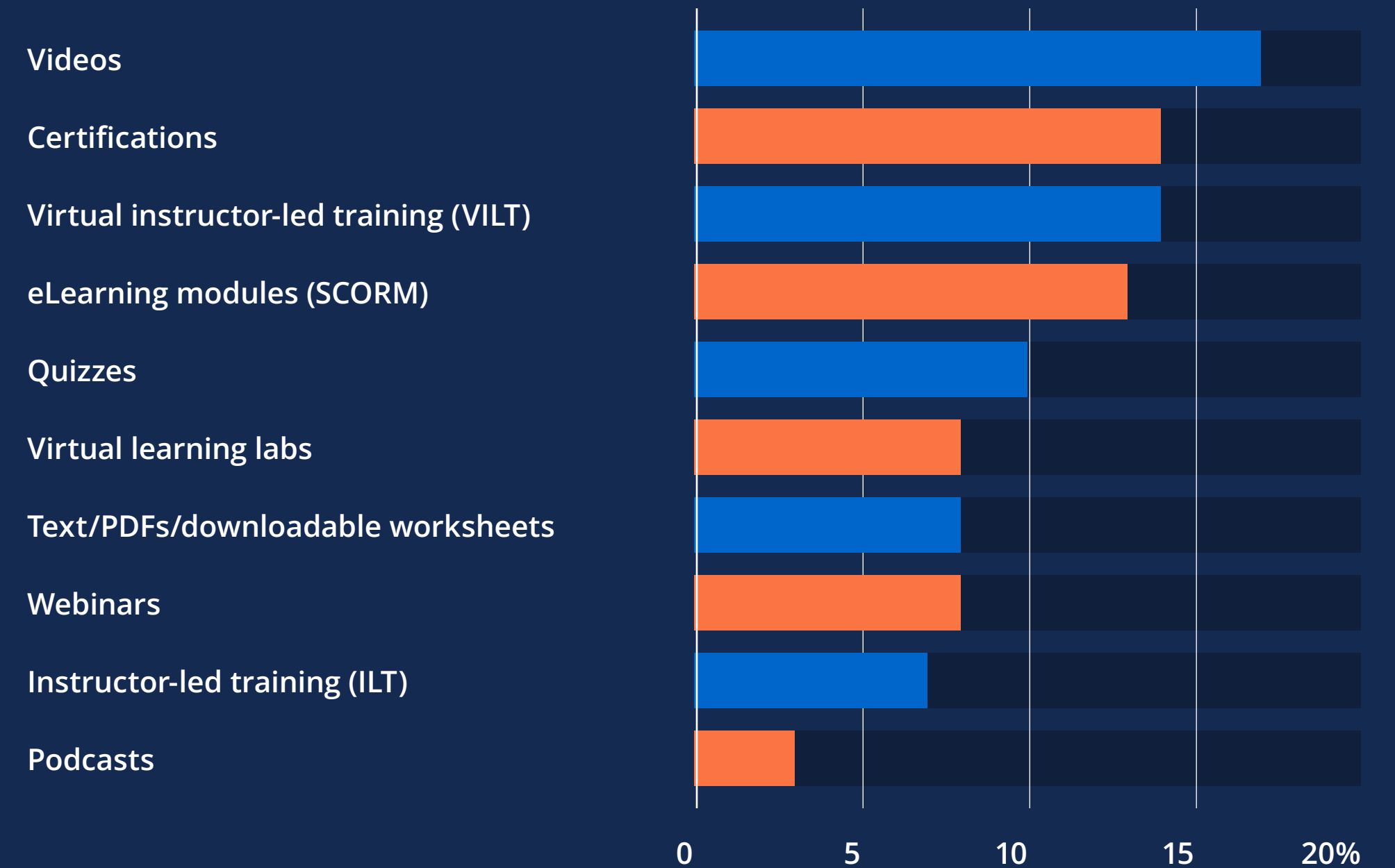


Content delivery channels

Through which channels do you deliver training today?



Which formats of training do you plan to increase your investment in over the coming year (financially or in terms of time investment)?



The overall increase in education program investment in the next year is for video content. Most education professionals would not see this as a surprise considering everything from lead generation to entertainment look to video content to engage viewers and retain customers. Videos engage your learners with more complex themes and facilitate further engagement with your other content.

Content best practices

Creating an engaging content roadmap is critical for a successful training program and learner engagement. Consider these factors:

TEAM SIZE

If you are a team of one, determine the best formats for your audience and focus on those. What format will require the least amount of your time to manage? If you have a larger team, consider investing in different content formats to suit different learning preferences.

ACCESSIBILITY

Content inclusivity goes a long way for product stickiness. Ensure your content is created to be accessible by those with a diverse range of hearing, movement, sight, or cognitive abilities.

LOCALIZATION

If your audience speaks multiple languages, make it easy for them to consume courses in their native language.

DELIVERY CHANNEL

Will you offer in-person or virtual training? Are your courses instructor led? Meet your customers or partners where they are and tailor content that's most suitable to their learning environment.

INVENTORY

When it's time to create a content roadmap, gather any and all existing training materials and take stock of what can be used, repurposed, or needs to be created from scratch.

METRICS

Do you have data insights into what topics your content needs to cover? Data can help you determine the content and/or formats that are most appropriate for each audience and can also inform you when you need to adjust your content.

COVID-19 impact

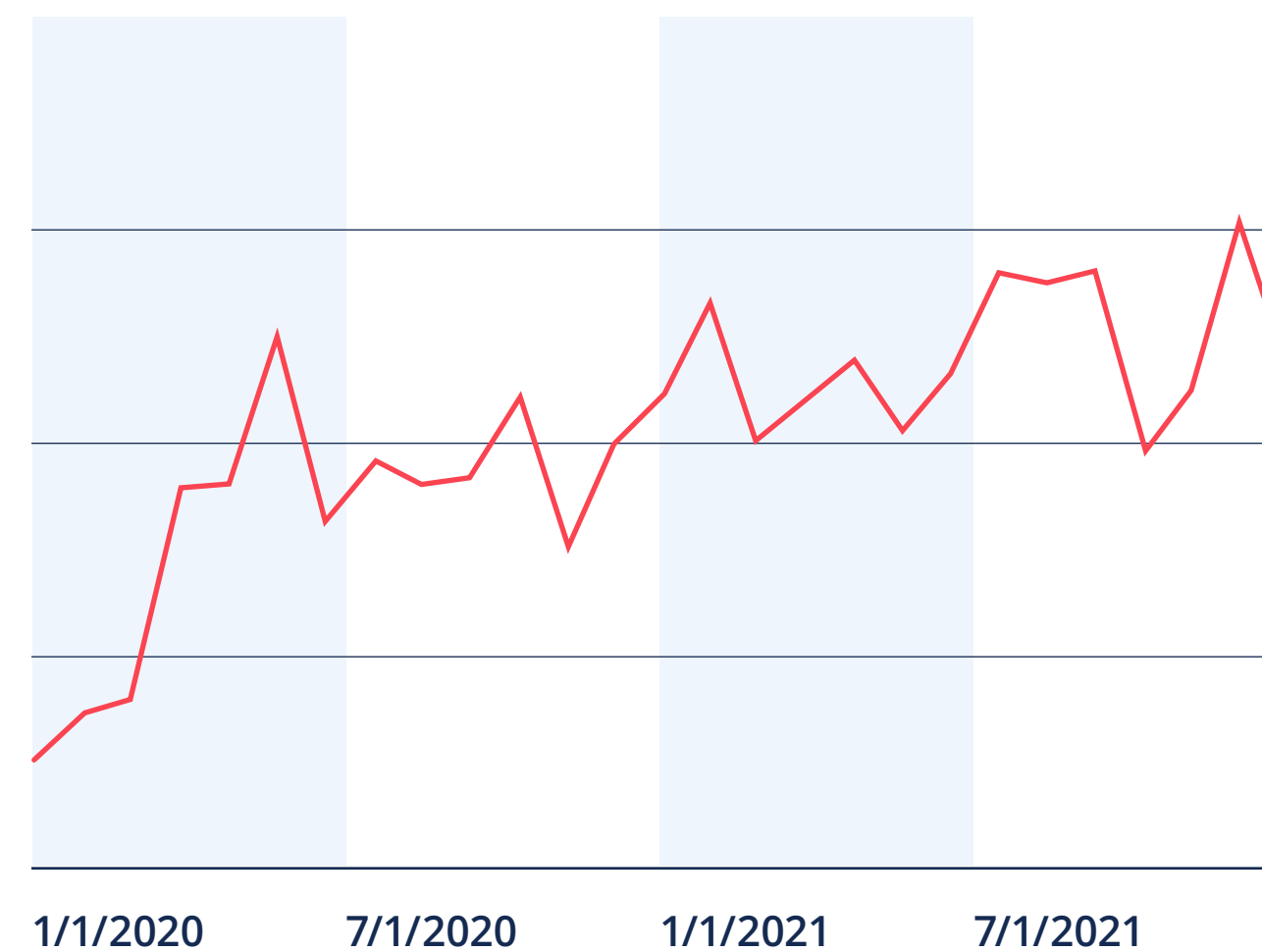
According to a February 2022 article in [Forbes](#), “Remote work is here to stay and will increase into 2023.” Scientists at Ladders project that 25% of all professional jobs in North America will be remote by the end of 2022, and remote opportunities will continue to increase through 2023.

WHAT DOES THIS MEAN FOR EDUCATION AND TRAINING PROGRAMS?

Making Virtual Instructor-Led Training (VILT) available, engaging, and impactful is more important than ever. If your audience is already “online” for the majority of their day, it’s important to deliver engaging content that is also mindful of course and session times. You want to make the greatest impact in your trainings in the shortest amount of time. (See page 69 for benchmark averages for course and session times)

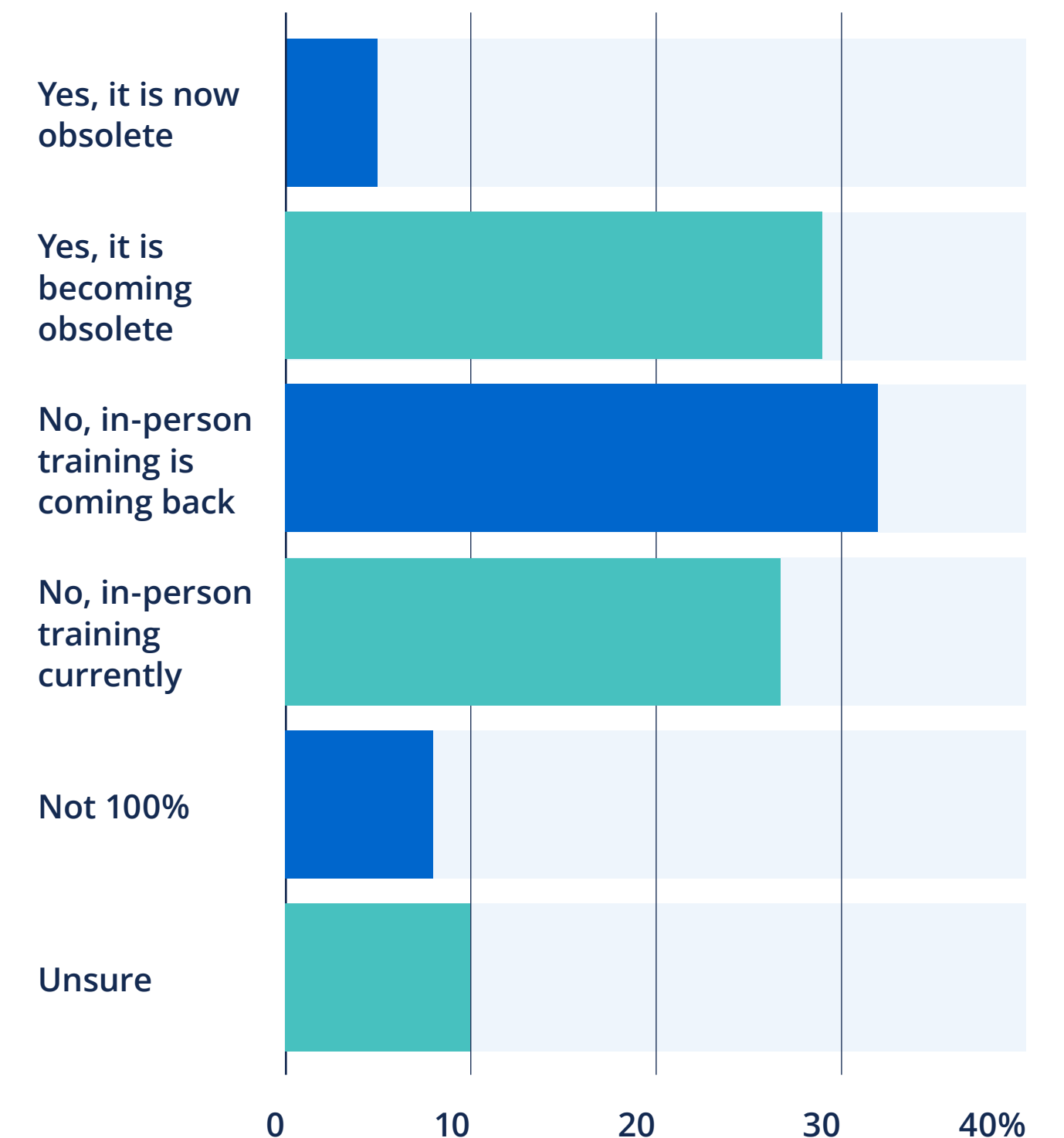
VILT programs continue to grow

500%+ Growth of VILT programs as a result of hybrid work/COVID ecosystem.



Source: Our data indicates 500%+ growth in VILT programs as a result of the hybrid work ecosystem brought about by the pandemic.

Do you believe in-person training is either obsolete now or becoming obsolete?



Combating Zoom fatigue with Alarm.com

During the time of COVID-19, Alarm.com focused on providing interactive and engaging ideas to their virtual trainings. To increase engagement, Adam Woodruff, Senior Manager of Partner Education, said they've taken a few different approaches:

KEEP THE CONTENT MOVING

Don't spend too much time on a single topic because learners get distracted easily from other windows on their desktop.

"GAMIFICATION" IS CRITICAL TO RETENTION

We leverage software such as Mentimeter to gamify our sessions and check for understanding.

BLEND DIFFERENT FORMS OF MEDIA TOGETHER DURING SESSIONS

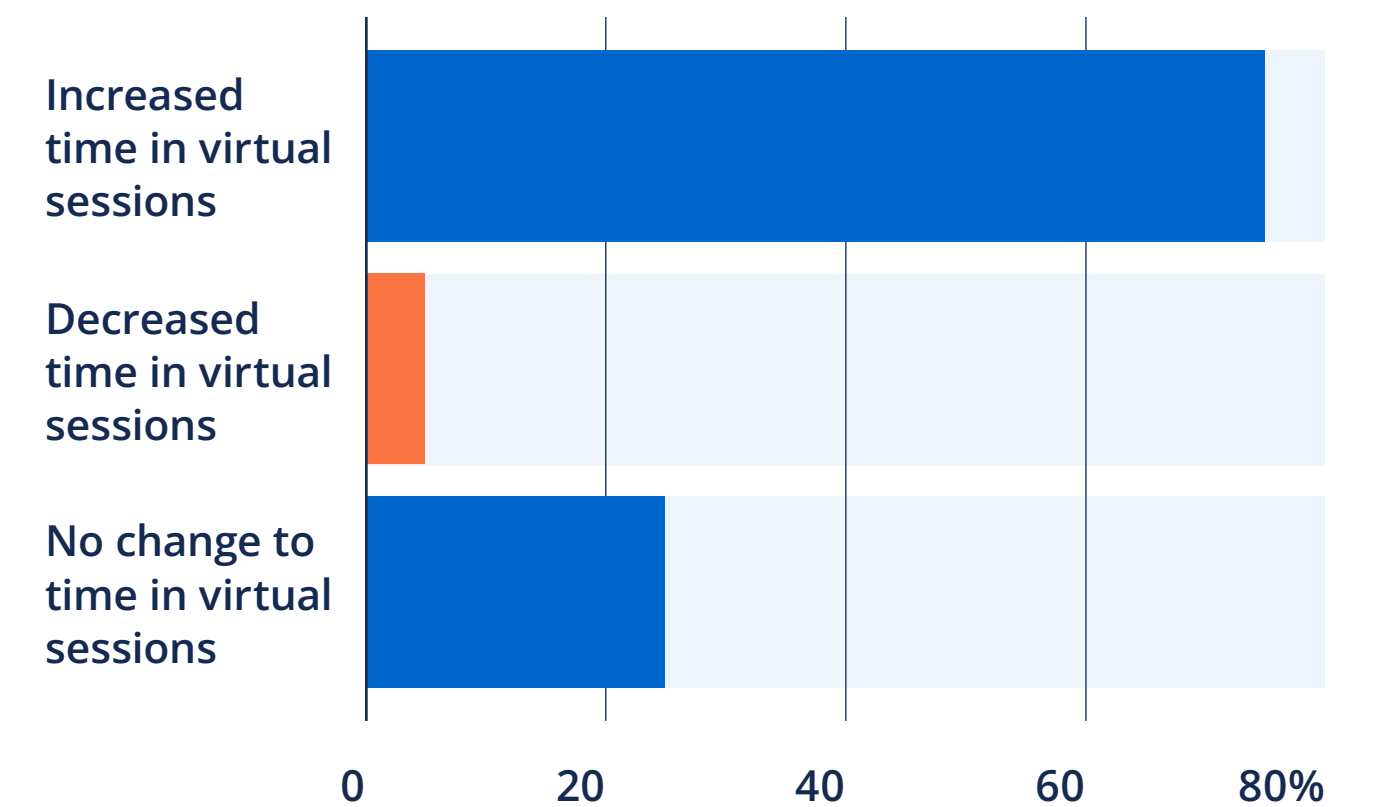
For example, we might have a trainer kick us off, but then shoot over to a pre-recorded Q&A with an SME or leverage a quick "hype video" that's informative yet exciting. Then, we kick it back to an instructor who demonstrates a hardware installation using external cameras (iPhone) with a tripod and well-designed microphone (good audio is key to success for many reasons). The goal is to mix it up and provide different styles of content to increase effectiveness and keep engagement high!



ADAM WOODRUFF
Senior Training Manager
Alarm.com

COVID-19 impact

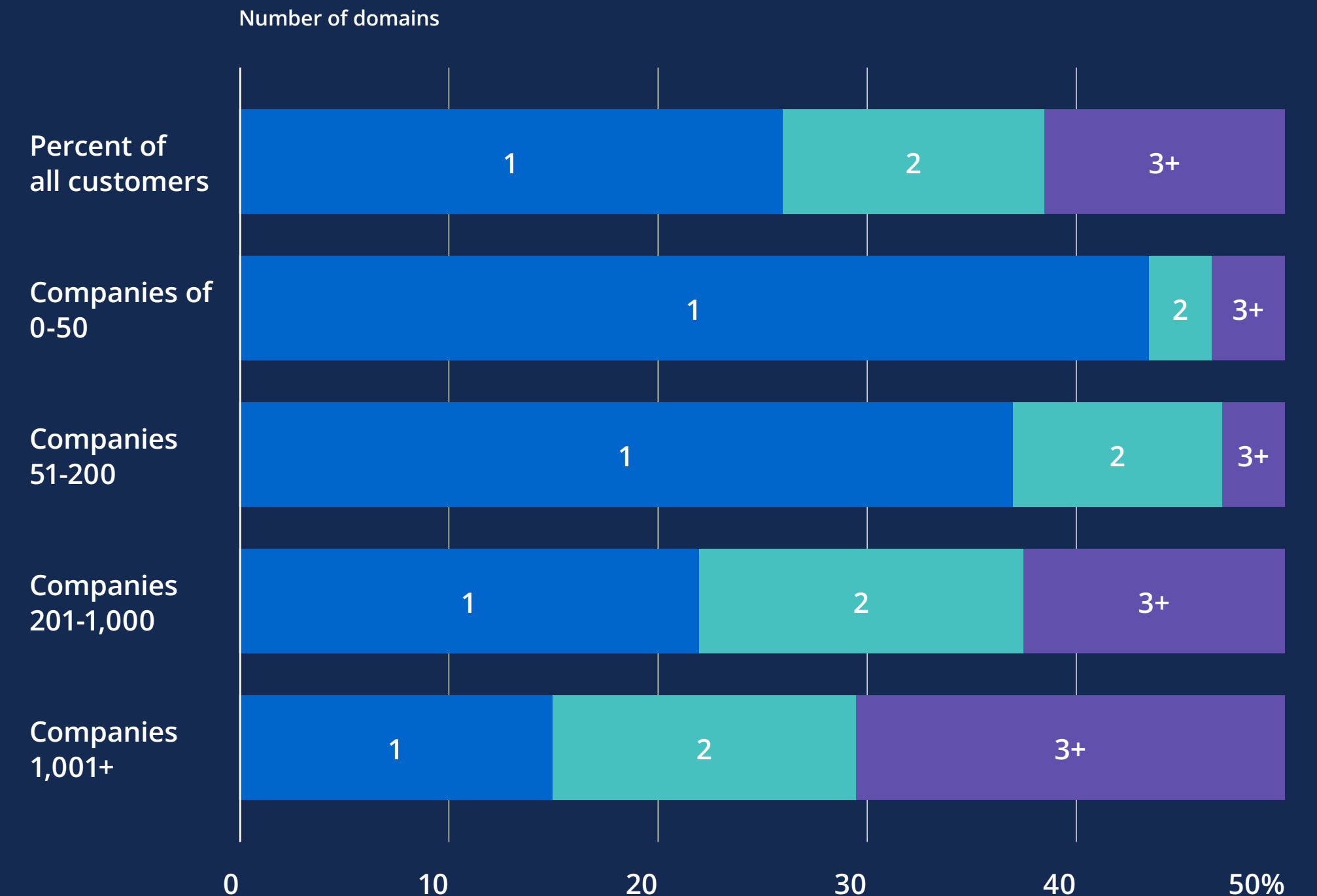
Since COVID-19, have you seen any changes around time spent in a virtual session?



Training domains

While the majority of companies with less than 1,000 employees have only one domain for their education and training, the larger majority of enterprise companies (1,000+ employees) have three or more. Enterprise companies have larger teams and more resources to customize content and the user experience for their varying audiences.

How many domains* does your company maintain?



* Skilljar defines a domain as a website or URL created to house your training or education program. This is where students navigate to access your various formats of content.

Benchmark Data

2022 benchmark data	65
Monthly active users	66
Quizzes and learning paths	67
Completion rates with and without certificates	68
Course completion rates	69
Course averages by company size	70
Lesson and course formats	71

2022 benchmark data

All analysis of Skilljar training data was done on an aggregate basis and no identifiable data for either the program or the students were used. The privacy of our customers is extremely important to us, and all the data in this analysis was anonymized. We also confirmed that no specific individual program or course data was overwhelmingly influencing our findings.

To extract the most relevant information from the Skilljar database, we pared down the data to the following:

- Programs that have been live on the Skilljar platform for at least 12 months (i.e. launched before 1/1/2021), unless otherwise noted.
- For the completion rate portion of the data, only courses with 10 or more completions were considered.



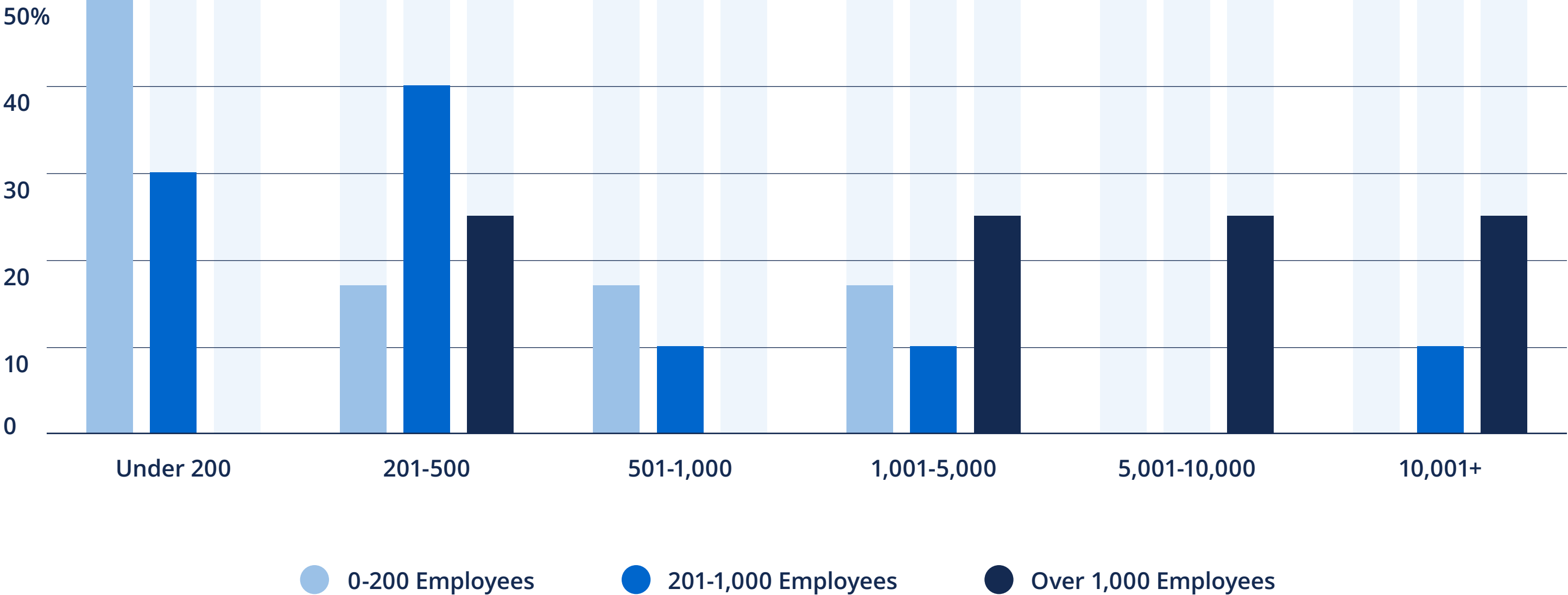
Monthly active users (MAUs)

Year over year comparison

Company size	2020 MAUs	2021 MAUs	+ % change
0-50 Employees	119	119	+ 0.0%
51-200 Employees	447	451	+ 0.7%
201-1,000 Employees	396	480	+ 21.3%
1,000+ Employees	1,346	1,786	+ 32.7%

The MAU figures above are average MAUs per month, per active customer.

MAU breakdown by segment



Quizzes and learning paths

Course completions

Quiz count	Completion rate
0	39.8%
1	55.6%
2	57.5%
3	57.5%
4	64.8%
5+	57.6%

Course completion rates increase a minimum of 40% when quizzes are added.

Average number of learning paths published

Company size	Median published learning paths
0-200 Employees	7
201-1,000 Employees	11
1,000+ Employees	18

The number of published learning paths increases proportionately to the company size, most likely due to a larger customer base. Additionally, larger companies have greater resources to create and manage content for more specific personas, therefore creating more custom learning paths.

Completion rates with and without certificates

Certificates granted

Company size	Median certificates granted per month	Percent customers using certificates
0-200 Employees	385	56%
201-1,000 Employees	616	78%
1,000+ Employees	1408	78%

Completion rates 2022

Company size	Completion rate with certificate	Completion rate without certificate
0-200 Employees	41%	29%
201-1,000 Employees	52.3%	50.8%
1,000+ Employees	58.6%	59.9%

Course completion rates

Course session time

Duration of course in minutes	Completion rate
0 - 15	63.3%
16 - 30	67.3%
31 - 45	62.2%
46 - 60	62.9%
60 - 120	52.4%
120+	35.1%

In general, the shorter the course, the higher likelihood of completion rates.

Time to completion

Company size	1 day completion rate	7 day completion rate	30 day completion rate
0-200 Employees	51%	56%	59%
201-1,000 Employees	41%	47%	51%
1,000+ Employees	49%	55%	58%

These time to completion results support the need for ample time and reminders to learners to complete courses. At the 30-day mark, we recommend that companies create automated triggers or use marketing automation to deliver emails to improve completion rates over a shorter period of time.

Course averages by company size

Session time

Company size	Session time per course (in hours)
0-200 Employees	1.3
201-1,000 Employees	1.2
1,000+ Employees	1.2

We are seeing longer course session times with smaller companies. To shorten course session times, try breaking longer-form content into smaller pieces or provide a variety of content formats to keep learners engaged.

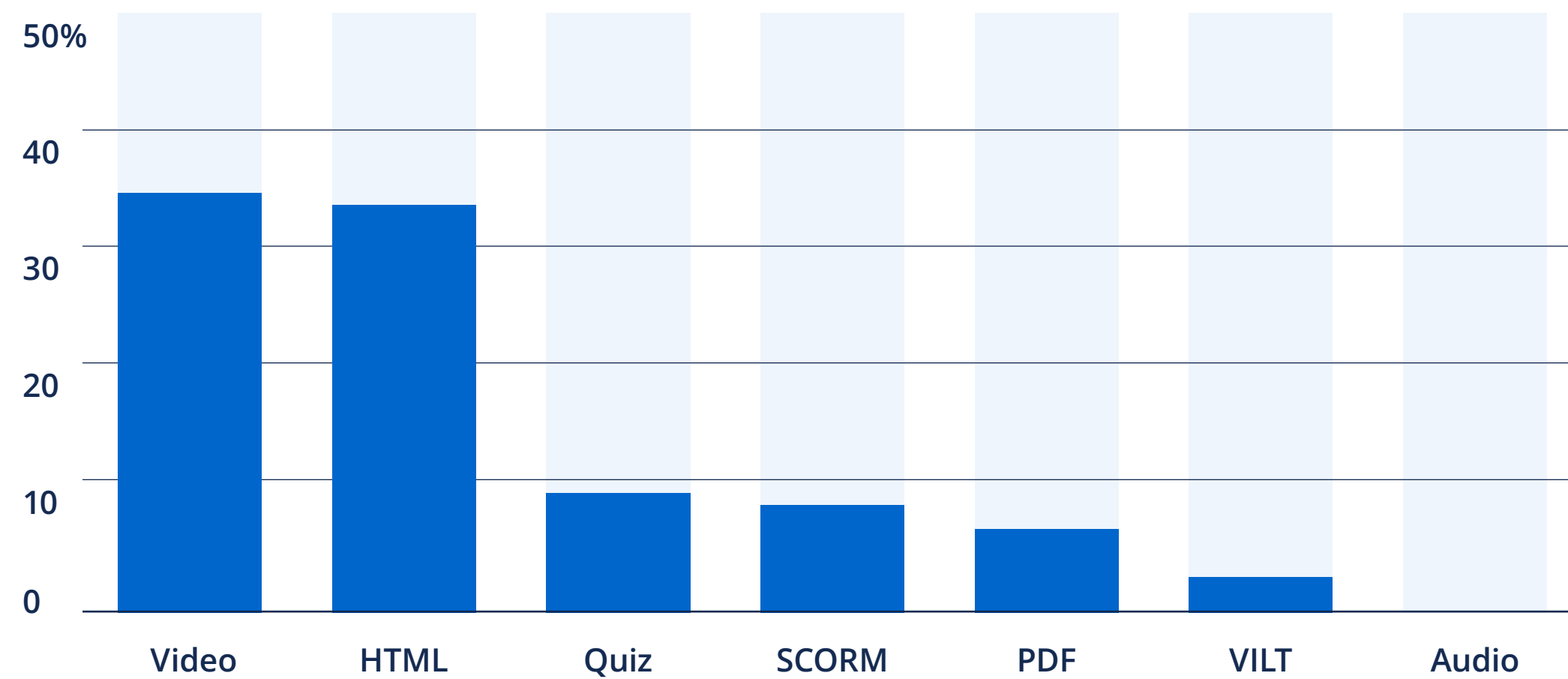
Course completion

Company size	Course completion, per monthly active user
0-200 Employees	1.2
201-1,000 Employees	1.4
1,000+ Employees	1.6

For companies with over 50 employees, active users are completing on average 41% more courses than smaller companies with less than 50 employees.

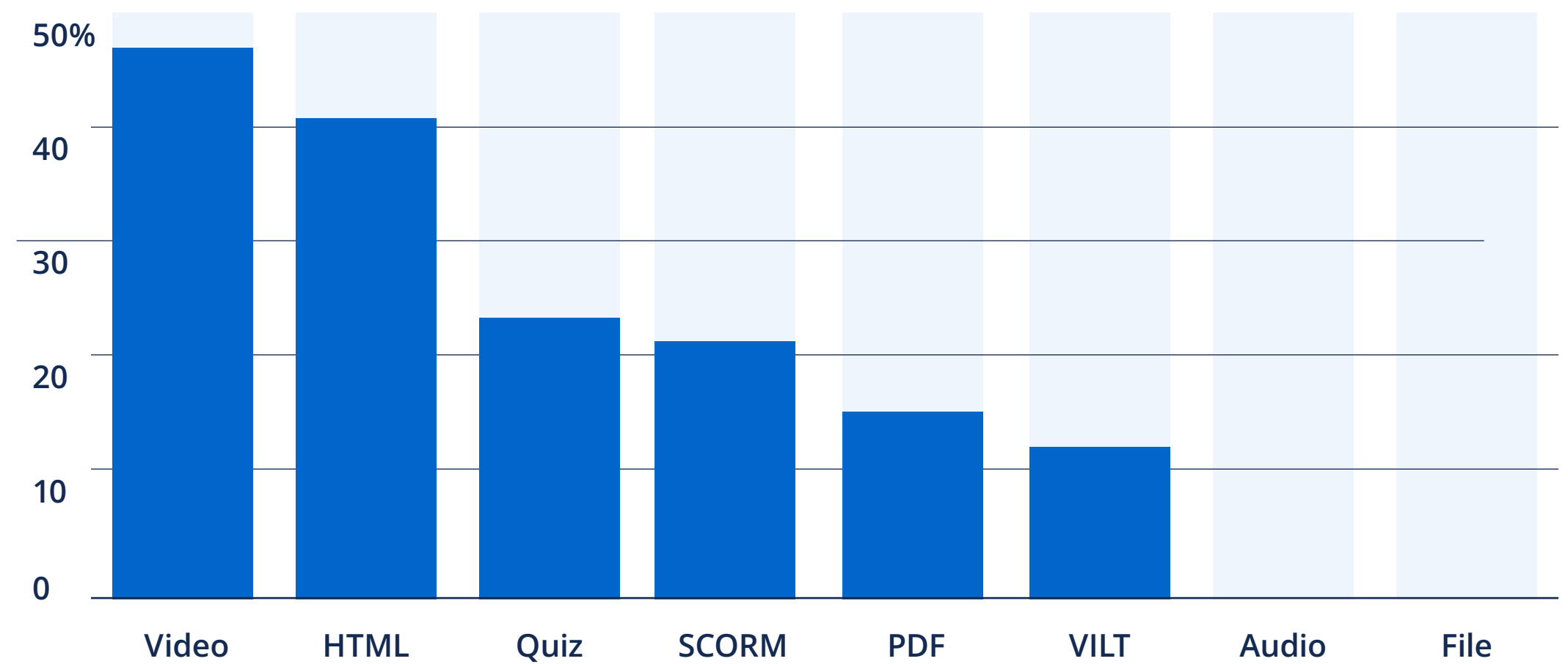
Lesson and course formats

Lesson format makeup by percent of total courses



The majority of the lesson format makeup for courses are video and HTML-based. Please note the number of total lessons add up to 100% because this is dataset is sharing the combined makeup for all courses combined.

Proportion of courses by lesson format



The majority of the lesson format makeup for courses are video and HTML-based. Please note the number of total lessons add up to 100% because this is dataset is sharing the combined makeup for all courses combined.

Conclusion

Conclusion

In an environment characterized by remote work, greater complexity in products, and growing user expectations for self-service, the need for an easy-to-use external LMS becomes more important than ever. The right customer training and education program can turn users into product experts and evangelists, leading to greater product adoption, loyalty, and retention.

Products change and evolve over time. So do the needs of your audience. Keep them engaged with new training formats. Incentivize their knowledge through certifications. Empower their voice through surveys. Make it easy (and fun!) for them to learn.

Use this report to aid in your conversations with decision makers. Tell a story using these insights, in combination with your own unique experience, to gain internal buy-in across your organization. Share success metrics that help everyone within the business understand the value of education. This year, put on your thinking cap and determine how you can create a training program that turns users into product experts and evangelists. We can't wait to see what you do next!





Innovative companies onboard, train, and retain customers using Skilljar.

[CLICK HERE TO LEARN MORE](#)

Additional Resources:

skilljar.com/resources

skilljar.com/customers

skilljar.com/contact

About Skilljar

Skilljar, the #1 external learning management system (LMS) educates, engages, and retains everyone you do business with to build a healthier, more profitable company and strengthen the power of your brand.

We believe the most successful businesses are those that have the most customers successfully using their products. Skilljar is the leading external LMS because it is purpose-built for external audiences, our powerful software integrates with all the tools you care about, and we are obsessed with making our customers successful. Businesses who are committed to customer success choose Skilljar.

Share your own highlights and key takeaways from the report using #CustomerEducationBenchmarks.

Follow Skilljar for more customer education and training resources:

