ELEARNINGNEWS ARTICLE

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Customer education and eLearning: some examples

When does customer training become necessary and how can it be achieved with eLearning?

Brochures, manuals, leaflets but also emails and newsletters are no longer necessary to train customers on the use of their products, make them acquire new **skills and knowledge** and turn them into more aware customers. This is what **customer education** means and with eLearning this process can be much more interactive, engaging and fast. Especially in the launch of a new product, customer education can be conducted in parallel with the development and improvement of the prototype or final product. When is it necessary to train customers and how can this be done with an eLearning course?

Customer training: When is it necessary?

A company that offers B2B solutions, for example business management software or technical products that are adopted in production, has every interest in ensuring that the customer knows, knows how to use and can provide feedback on the new product. E-commerce companies or even companies in contact with the public that adopt new tools, for example for the purchase or booking of goods and services online or in store, have the need to address the end user directly. **Loyalty and brand knowledge** are just some of the advantages of customer education. Every time you want to achieve these goals, training, information and loyalty, you need to **train the customer**.

How to do customer education with eLearning

The advantage of eLearning over traditional paper or electronic tools for customer training, such as manuals or newsletters, can be traced back to a dual track:

- The **customer experience**, improved thanks to the interactivity, the game and the flexibility of an online course.
- The ability to track the customer's learning through an **LMS, learning management system**, obtaining detailed statistics and feedback useful to improve the product.

That said, to create an eLearning course for your clients, you follow the same steps as any other online course:

- **Needs analysis**: what are the issues related to the use of the product or service? What information is important to know the product, service or brand?
- **Beneficiary analysis**: Who are the clients in terms of age, tastes, languages spoken? How do they prefer to learn between video, game, webinar, text, podcast?

From this preliminary analysis starts the definition of the **training objectives** and the way of transmission to a certain type of client, in the language they know.

Some examples of customer training

One of the most effective ways to show the customer how a new product works, especially if digital, is to make a simulation. With an appropriate **authoring tool** or an **LMS with an integrated editor**, you can create explanatory simulations that are much more intuitive than a package insert. In this way, you also get useful feedback to improve a product and solve problems before they even reach **customer service**.

Other ways to train your customer online are:

- **Interactive games**, especially if the goal is to engage and retain the customer. Challenging other customers is one way to strengthen brand awareness.

- **Microcontents** to use when needed. They improve the customer experience while leaving the flexibility of eLearning intact, allowing you to learn when, where and how you want.

Customer training is necessary whenever a company needs to inform, educate and build loyalty. Using eLearning means being able to reach a customer with the content as and when he needs it and in his own language. Simulations, interactive games and micro-contents are some ways to foster customer education with an LMS.

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