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How and why to create a training program for customers

Customer training has the potential to create profitable relationships with customers. Let's find out what it is and how to implement it

When we talk about customer education we refer to the role of companies in providing consumers with information and knowledge useful for the correct use of the product or service offered.

Customer education: advantages for the company

By providing a complete presentation of your product you will ensure that your customers appreciate its full potential and take advantage of all the tools and features available without problems. This will result in a higher level of satisfaction with a positive impact on your business.

Customer education has the potential to create profitable, **long-term relationships with customers**. Let's see below what are the main benefits your company can gain from customer education.

Customer training increases the level of customer satisfaction

Always remember that no matter how much your product may be the best on the market, if the customer is awkward in its use he will not be able to appreciate its value and will inevitably be dissatisfied with the product. That's why instructing them and providing them with all the information they need to fully enjoy all the features available will ensure that their experience is positive and satisfying.

Customer training improves confidence in your brand

If you assist, support and inform your customer, they will have a positive opinion not only of your product, but also of your company, which they will consider serious and reliable. This will increase the likelihood that they will buy more of your products or services or recommend them to others. In short, you will enjoy all the advantages of a spontaneous and free promotion through positive feedback and word of mouth.

Customer training improves the quality of your Customer Care

A customer training program allows you to create useful material to provide information to a large number of customers and to reduce the number of complaints and questions asked to Customer Service. This is because customers are able to use the product correctly without any particular criticalities. This means that you can reserve Customer Service only for those customers who report more complex problems and assist them more quickly and efficiently.

How to create a training program for customers

Educating the customer is fundamental in all phases of its life cycle: from the request for information to the purchase, up to after-sales service. That's why a good training program must try to answer most, if not all, of the questions you may have while using the product. In this regard, remember that "your most unhappy customers are your greatest source of learning" (Bill Gates). Identify what your customers' most common complaints are and what motivates them to complain or contact customer support. If you are aware of your customers' problems, you can solve them before they even occur.

Depending on your goals, audience and product complexity, you can offer customer training in a variety of formats:

- email and newsletters;
- corporate blogs to offer content about products, services, features or best practices;

- online messaging systems;
- support documents and online guides;
- support forums;
- videos and webinars;
- infographics;
- social content;
- ebook;
- etc.

What are the characteristics of your customers and prospects? What are their strengths and weaknesses? Answering these questions will help you understand which formats and distribution channels are best suited to your customers.

Generally speaking, today **videos** are a very powerful tool for customer training, especially if they are short (**microlearning**). With videos you can show, more than explain, all the characteristics of your product in an incisive, functional and concrete way.

As an alternative to training pills in video, you can make **webinar** in which you can illustrate new features or focus on specific features. In case of webinars, always give customers the opportunity to ask questions: this will allow you to collect spontaneous feedback and at the same time answer their questions.

Whatever format you choose, make sure that the information is easily accessible. For more comprehensive training programs, an **LMS platform** can help you create training pills, video courses and webinars and ensure that these contents are always available to your customers.

Read also " **8 successful customer training practices**".

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