CASE
STUDY

CXcherry

USA's leading FinTech company rides on CXcherry to impart financial literacy training

Company:
**Leading FinTech
Education Company**

Industry: **Education**

Country: **USA**

About Client

Our client has a platform which is focused on delivering financial literacy programs. They offer the licensed content to help and engage users through quizzes, gamified tools, videos, articles and podcasts.

This possibly will change the way financial literacy dynamics in coming years. In partnership with CXcherry, our client scaled its training program and built interactive courses for hands-on learning in on finance and financial literacy.

The Challenge

As per the studies compiled by the U.S. Financial Literacy and Education Commission, only one-third of adults could answer at least four of five financial literacy questions on fundamental concepts such as mortgages, interest rates, inflation and risk.

This was sighted as one of the growing area of concern by our client and to meet this challenge they decided to build a robust education program to train the trainer and train the students to increase the financial literacy amongst the GenZ.

Additionally, with a user base spanning the globe, our client was looking to provide its users with simplified, curriculum/topic-based training resources that matches their criteria.

The Solution

To achieve this CXcherry implementation team went with a very systematic approach. Certain goals were set in the beginning of the implementation.

Some of the key goals were-

- Create a seamless, self-service training experience

- Bild simplified content structure

- Build seamless user experience

Together with CXcherry, client created an online academy for delivering these training program. The most salient feature of this virtual academy was its well-structured learning path and the way courses were build using various assets like videos, Pdf, ppts, HTML, Assessment etc. Towards the end customer was able to assess the knowledge of the user by giving an assessment and reward the successful learners with a customized certificate. Client is also using our multidomain feature to build client specific portals.

The Impact

Since the launch of the online academy, our customer has trained more than 500+ users with more than 2000+ hours of training. The certificate received after completing the program add a bigger sense of achievement for the end user. In coming year, the expected number of users on the portal is 10,000 in a span of two years.

CXcherry

About Us

CXcherry is a modern, AI-enabled, purpose-built Customer Education Platform (LMS). We are on a mission to redefine the way you onboard, engage and retain your customers. We help you to accelerate your product adoption and increase customer retention through continuous customer education.

Many organizations around the world trust CXcherry to manage & deliver their customer training and measure the business impact of their customer experience. We are proud to be one of the important partners in your customer's success journey.

CXcherry is used by many leading SaaS, PaaS, and Software Product companies to train & educate their customers.

Website: www.cxcherry.io

Specialities:

Customer Training, Customer Success, Customer Onboarding, Customer Training, Learning Management, LMS, Extended Enterprise, SaaS, Customer Engagement, Customer Retention, and Customer Enablement, Partner Training, Partner Enablement, Customer Experience, eLearning

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