CASE STUDY

CXcherry

Strategy Consulting Product Company Drives **Improved Product Adoption** with CXcherry

Company:
Leading Strategy Consulting SaaS Product

Industry: **Management Consulting**

Country: **Australia**

About Client

Our client is a leading strategy consulting, visual communication, and technology company that help its clients to rapidly develop and deploy innovative solutions to simplify complex problems.

Their product is built on a framework that brings together planning, performance management and governance through risk and capability management, to ensure that the enterprise is aligned at all levels.

CXcherry worked with the client to build an online academy for Customer Education and Enablement. The same academy was used to train their consultants for product training.

The Challenge

Our client is one of the fast-growing SaaS start-up in strategy consulting space where customer education is an essential driver of maximizing product engagement.

As a growing company, due to complexity, growing userbase and geographical spread, building a robust training program was the need of the hour.

The Solution

Client's leadership team quickly realised the importance of the important of customer training to increase the product adoption and customer retention. To meet the scalability requirement with growing userbase, and geographical constraints, Client and CXcherry team worked together in building an online customer academy to train their Customer Education.

Client's team build short courses on "How to Use" the product and other relevant topics using course authoring tool and assigned those to the customer as soon as the customer is onboarded.

This has not only smoothened the customer onboarding process but also has helped to increase the product adoption.

The team is also making use of our in-build reporting section to explore some valuable business insights. Together we are delivering an optimal customer experience.

The Impact

Since the launch of the online academy, Gravity Consulting have experienced the increase in customer adoption and reduce their customer support requests by almost half.

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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