Wisetail Solutions: Customer Training & Community Engagement
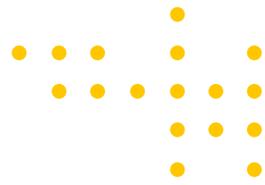
Realize first-class customer experience at scale when you give customers the tools and community they need to become loyal fans

CHALLENGE: Delivering efficient customer onboarding and ongoing training for your rapidly growing customer community

Today's customers – in business and in their personal lives – are looking for more than a well-functioning tool that solves their problems. They also expect access to modern onboarding material, training that lets them do it themselves, support (from real people!) when it's needed, and a place to connect and learn from a community of fellow users.

As customer lists grow and products and services are developed, it's unlikely organizations will invest in expanding their customer support teams at a 1:1 ratio. Yet, effectively onboarding customers and turning them into product experts is key to retention and account growth goals. That's why expanding CX-conscious brands need solutions that help their customer-facing teams to efficiently meet customer expectations for training, support, and community development.

> **Are you confident your customers have what they need to succeed, accessible at their fingertips, and always current to your latest release? Wisetail's powerfully simple tools are built for growing businesses that need to build, deploy, and iterate quickly.**

SOLUTION: Choose a software solution that delivers more than just product training

Wisetail's LXP solution goes beyond training so businesses can effectively deliver first-class customer experience at scale. Our award-winning software will help you do more — easily: deliver modern, consistent training, expand the reach of your reps, provide targeted support to premium clients, and communicate news and offers to your captive audience. With Wisetail, you'll create a self-sustaining community of customer fans.

> **If we're going to make best-in-class products, why would we not want to have the very best training available?**
>
> *— Director of Sales, SITKA*

Advantages of Wisetail LXP for Customer Training & Engagement

Wisetail's enterprise-level learning and communications platform gives organizations the power to effectively manage the full customer lifecycle, from onboarding on day one to full integration. Beyond training, it enables you to build a community space where customers can stay up-to-date with your latest and greatest and connect and learn from each other.

One to Many, Artfully

Design a highly branded space for all your support resources. Empower self-sufficiency for every account with consistent, current training, that's easily updated whenever your product is enhanced.

Targeted Training & Communications

More than one product? More than one tier? Create distinct spaces for customer segments. Define audiences and target learning pathways based on product, tier, objective, or skill.

Create Easy Paths to Purchase

Grow accounts when you keep product promotions top of mind. Improve upsells with a soft-touch approach, placing needed add-ons at key learning junctions – just a tempting click or two away.

Scalable Client Success

Realize efficiencies when you pair Wisetail with your Customer Success team. Prioritize hands-on time and go the extra mile with high-value clients.

Communications Hub

With customers in one place, you can easily share news, feature enhancements, and product updates. Create a one-stop-shop for clients to stay up to date with all your newest releases.

Create Customer Fans

Empowered clients are happy clients. Once they're product pros, keep them engaged with a thriving, interactive community. Get out of the way and highlight case studies, customer wins, brand events, and industry news.

Summary

When you're ready to scale customer success while maintaining your clients' experience, partner with Wisetail to go beyond product training and build your client community.

Request a demo to learn more about how Wisetail tackles customer engagement and training.

REQUEST A DEMO

For more information

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