

The Company

A global software company with 35 million customers located in over 130 countries. This company provides business management and online scheduling software for over 58,000 health and wellness businesses globally. It is the largest global provider of online business management software to the beauty, health and wellness industry.

The Challenge

As the company was building its software, it was not providing an efficient way for customers to learn how to use the software to its full potential. Customers found themselves overwhelmed with new features and didn't know how to properly navigate or use the product to improve their business operations.

Customer service was receiving a large volume of repetitive customer issues. Customers were confused and unhappy with the product experience.

The Solution

The company brought in The Online Marketing Institute to create a white label University portal with product training for their customers. Working with the Customer Service Success Team, OMI created custom training videos, which were added to the customer-facing learning management system (LMS).

The Result

Thousands of the company's customers are now enrolled in the training program, engaging with classes and building their product knowledge.

The training program has spurred customers to use the product more effectively, to rely less on customer support, and to continually learn how to use new product features. Customer service inquiries have gone down dramatically, reducing customer service expenses.

To request a demo, fill out the request information form on

onlinemarketinginstitute.org/business-solutions
or contact us directly at
sales@onlinemarketinginstitute.org

About OMI

Since 2007, OMI has helped thousands of professionals and businesses bridge the digital marketing knowledge gap to improve skills, drive ROI and build competitive advantage.

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