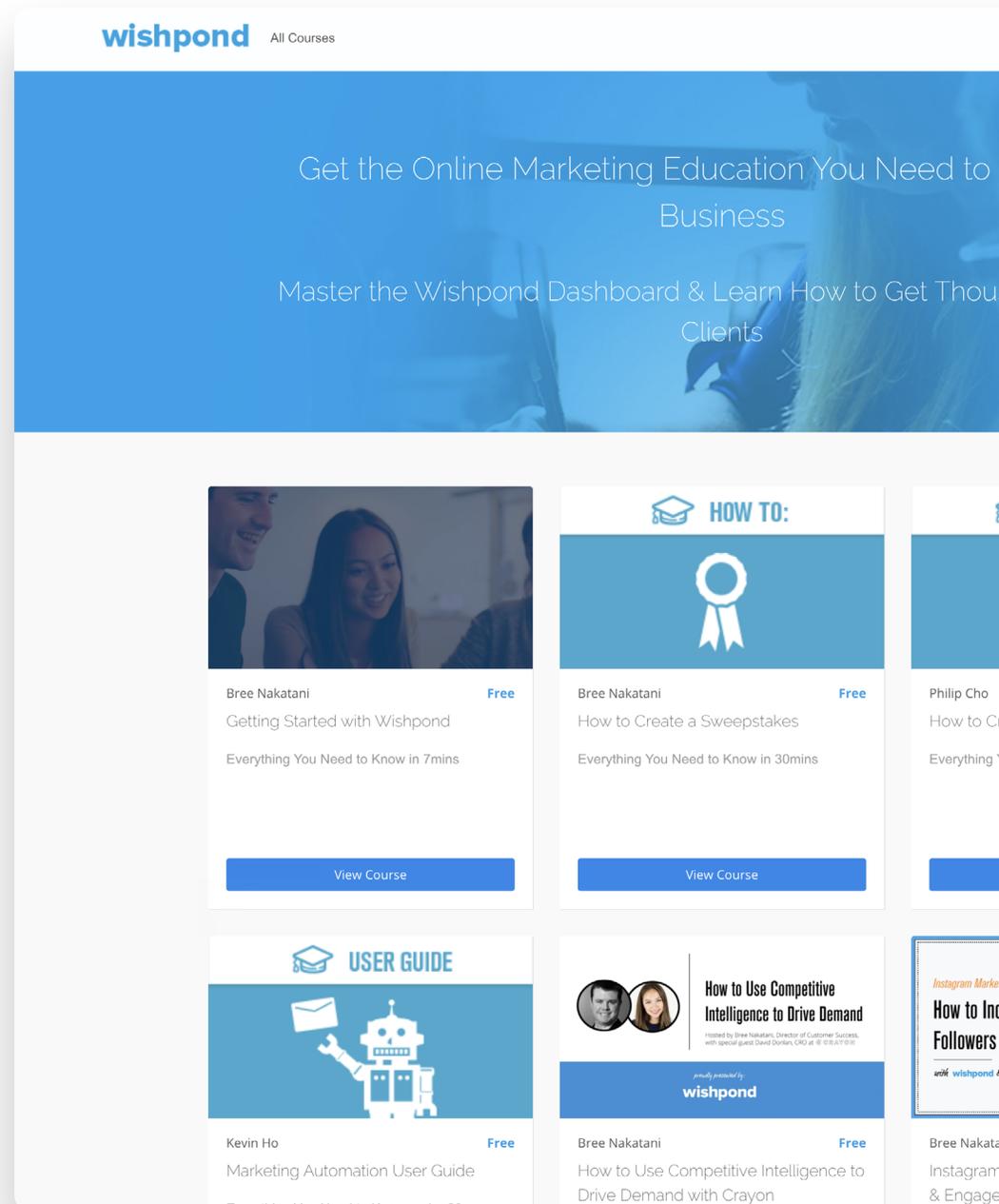


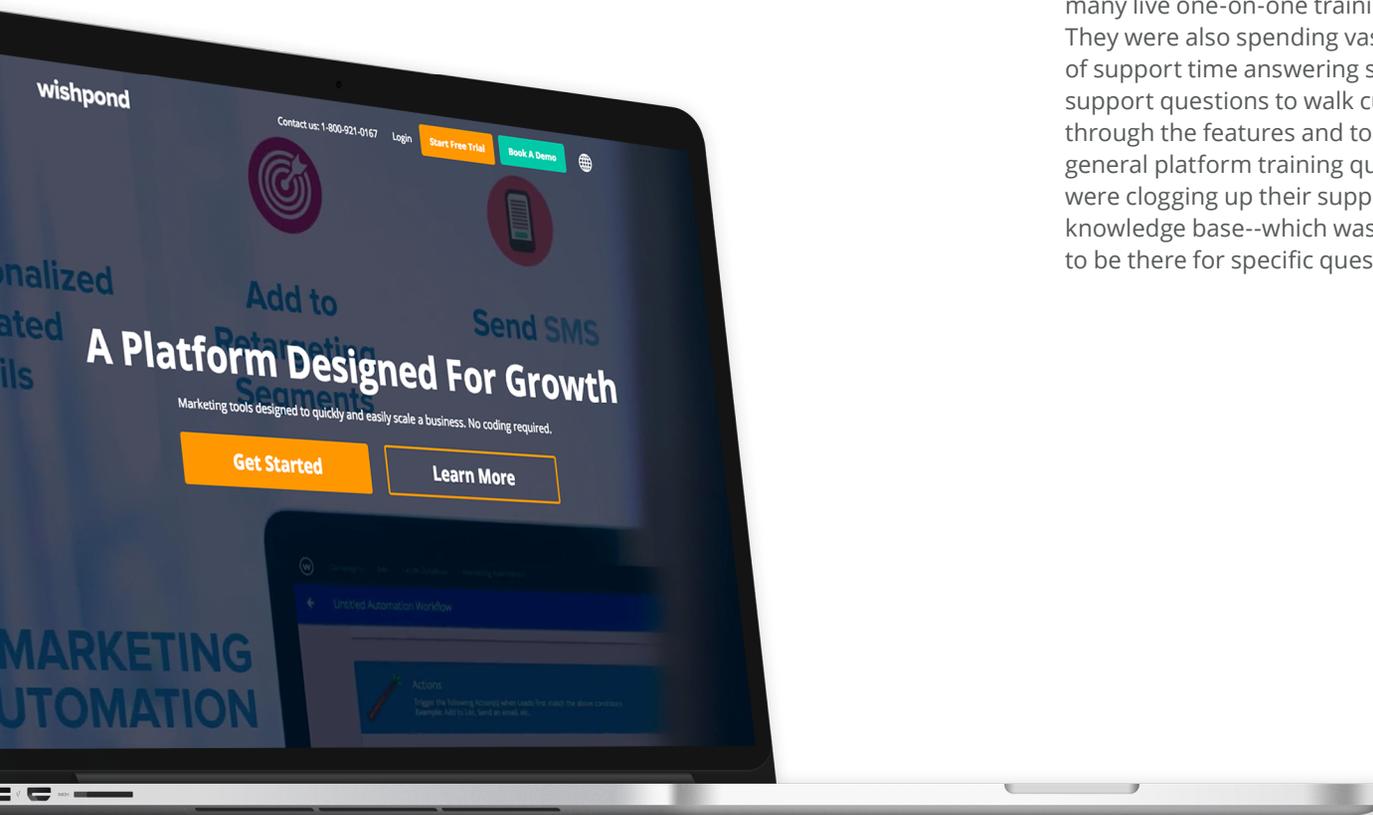
Thinkific Case Study

Increasing customer success:

How Wishpond doubled customer engagement and increased upgrades by 380% after building customer success training courses into their platform.



From problem to plan: Issues faced by countless SaaS companies



Wishpond is one of the world's leading online marketing software platforms, with over 100,000 businesses worldwide using their all-in-one marketing suite. As a growing company, the team was constantly looking for ways to streamline their techniques and processes.

Wishpond's SaaS product could be complicated to understand, and the team found that with tons of new customers to train, they were doing too many live one-on-one training sessions. They were also spending vast amounts of support time answering similar support questions to walk customers through the features and tools. The general platform training questions were clogging up their support knowledge base--which was supposed to be there for specific questions.

What they found they were missing was an effective way to easily bring new customers up to speed on the features, as well as how to use, each of their products. That's when the Wishpond Academy was born.

Wishpond chose Thinkific as their platform of choice (head to page 7 to see why they chose us after extensive research!). The Wishpond content team then set out to create 50 courses to fill the Wishpond Academy over the course of 10 days. They wanted to test what would be most valuable for their customers, so they pulled together their best existing resource to round out the school.

Once they launched their Academy, they told us they didn't automatically look at the numbers. It was only when they checked back on their Academy students a few months later that they realized how much value creating an online course for training had had.

The proof is in the numbers

“Customers who participate in our academy not only have more success, but also become loyal users.”

- Ali Tajsekander, Founder & CEO, Wishpond

15%

in the first 3 months

Wishpond say that after upgrading to a paying plan, those customers who had taken their courses were 10-15% less likely to cancel.

2x

customer engagement

Customer engagement (measured by activity within the Wishpond dashboard) more than doubled for customers inside the academy.

380%

increase in upgrades

When a customer took a Wishpond online training course, they were 3.8 times more likely to upgrade to a paying plan.

What metrics did they analyze?

Using Thinkific's built-in integrations, Wishpond tracked their customer success against a multitude of factors. They looked at the amount of upgrades, how much churn they were seeing before and after the Academy, as well as their LTV and revenue growth.

Before & After implementing online courses

Before introducing online courses

[Complex SaaS Product](#)

Wishpond's complex product required new customers to take it upon themselves to learn a significant amount before they truly saw value in the tool.

[Gap Between Webinars & Knowledge Base](#)

Customers needed hands-on, personalized training to fill the gap between inspirational webinars and problem-specific knowledge base solutions.

[Overtaxed Team](#)

Team members were spending too much time one-on-one with customers doing walkthroughs, demos, and hands-on training.

After introducing online courses

[Personalized On-Demand Training](#)

Customers no longer had to wait for a scheduled training call--rather they could choose whatever online training they needed, when they needed it.

[Hands-On Solution](#)

Customers could now work at their own pace, and pause and repeat steps as often as they need while working within Wishpond's product.

[More Team Capacity](#)

The Wishpond support team was free to work on other, more valuable company projects, and could spend more time solving complex issues.

Creating course success

The student data coming out of Wishpond's Academy confirmed their suspicions: customers who accessed courses were more likely to complete and launch campaigns on their platform than those who didn't take the training.

Wishpond set out with the goal to teach once yet train many. They learned what their customers already needed, and built courses based on the content they were already creating. As they watched and learned, they saw that those customers in the academy were seeing the most overall value. They were more comfortable in the Wishpond system, and more likely to upgrade and stay engaged.

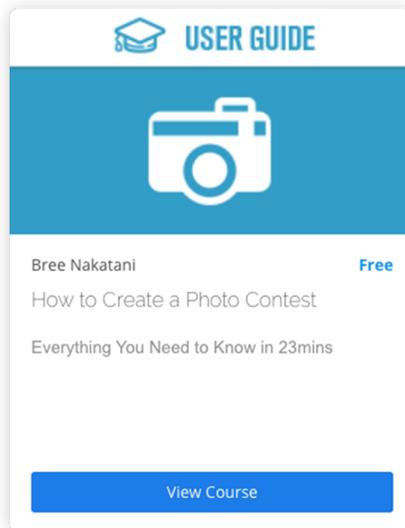
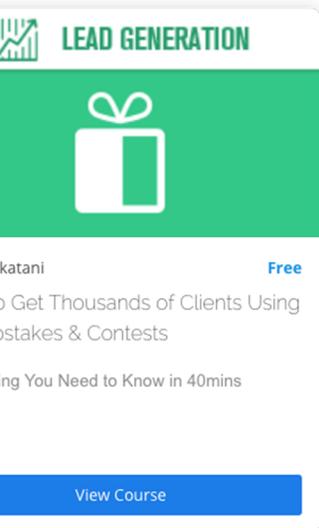
The team also found having online courses meant less customers needed to hop on a call for simple training. The team was happier for it, as were the customers Wishpond's clients could come back and review the course lessons anytime they needed.

Everyone at Wishpond now refers to the Wishpond Academy and resources as the go-to source of information for customers exploring new features.

"One of the best parts about our online courses, is that content we created months ago is continuing to add value today."

- Bree Nakatani, Customer Success Lead, Wishpond

Wishpond's course creation tips



Tip: You don't have to be perfect right from the start. Start creating courses based on FAQs and feedback from your support teams. Then track the course's success and tweak what you need to.



Make a connection

Use video to connect with your audience immediately. Video helps your student feel that you're working together, one-on-one. It's all about eye contact!



Work at their pace, not yours

Switch to screen-share for product how-to's, and work at their speed. Explain everything you're doing and decisions you're making as you go, so the viewer can follow along. Remember: it may be obvious to you, but it's all new to them.



Deliver value

Don't cut corners. Invest the time upfront to make thorough, helpful courses with a personal touch. Always consider whether or not the content you're offering will deliver lifetime value.



Paint the Picture

After you educate customers on FAQs, turn to talking about the full potential of your platform. Answer questions before they're asked. Customers can't utilize what they don't know is possible.

Picking a platform that works

“We chose Thinkific as our course platform following extensive research. We looked at eight to ten different platforms along with considering our own internal buildout. However, all other solutions either lacked functionality or were too costly.”

- Ali Tajsekander, Founder & CEO, Wishpond

Wishpond picked Thinkific because of these main features:



Complete customization

Wishpond wanted complete branding control over their courses with full CSS customization and white-label options.



Positive student experience

It was imperative for them to find a platform that offered their students an easy to use, intuitive, and functional learning environment.



Single sign on (SSO)

Thinkific's Single Sign-On capabilities enabled Wishpond Academy users to log in with their existing Wishpond account.



Free courses

Wishpond needed to be able to offer free courses to their customers, along with the available option to charge for courses in the future.



In-depth analytics tracking

Wishpond wanted to actively monitor and track student progress including course access and completion, and tie it back to their own metrics.



Minimal cost expenditure

Wishpond was looking for an affordable platform that they could immediately start using.

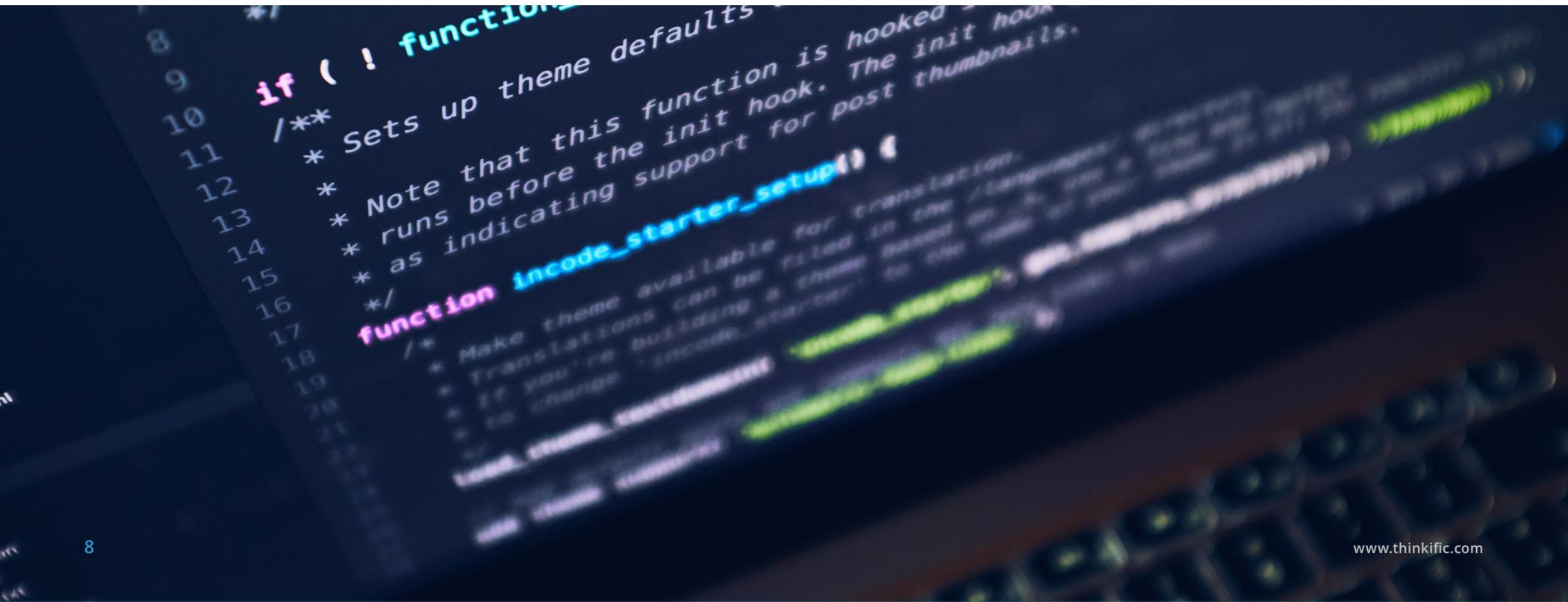
What's next for Wishpond?

After seeing what the Wishpond online academy was capable of, Wishpond decided to double down when it came to online courses. The team decided to rebuild their course content from scratch with the goal of delivering even more value to their customers.

Wishpond Academy continually aims to grow. They are also exploring the opportunity to share their courses in the community. Their plan is for Academy 2.0 to focus on adding additional videos, incorporating

specific question prompts to encourage students to chat and engage with the team. They also want to include more hands-on takeaways like PDF worksheets and cheat sheets.

Launching their first academy allowed Wishpond to get invaluable information about where to take online courses next. The team is now clear about which content was the best performing for their customers. Now they can optimize to further accelerate their growth.



Interested in moving
your product training
online? **Contact us**
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