

# Give A Customer A Fish, They Eat For A Day. Teach A Customer To Fish...



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# Training B2B: Complex and Industry Disrupting Technology



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# Spacemaker AI

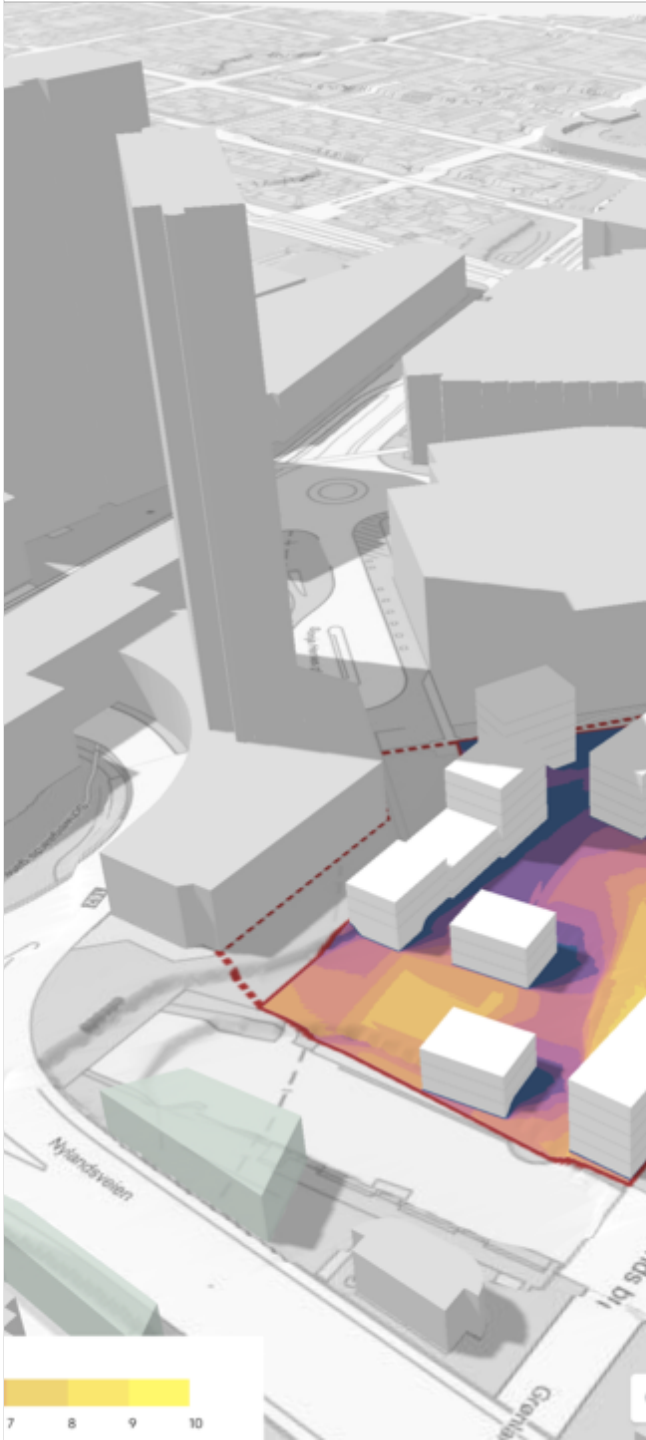


High-complexity enterprise product, which is advancing digitisation of the construction industry.

Customers include largest residential developers in Norway & Sweden.

Headquartered in Oslo, offices in Stockholm, Barcelona & Boston. Founded in 2016.





# Training Challenges

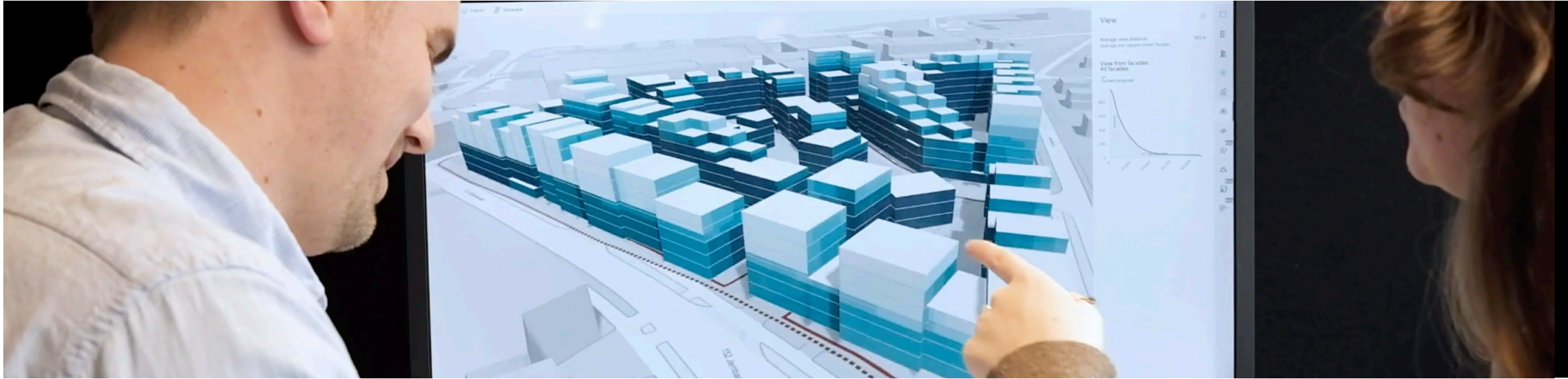


- 1. We are changing long-standing ways of working for an industry.**
  - Our users must come away from a training session feeling confident and able.
- 2. We are defining a technology led way of working; our training is not limited to a product solution.**
  - Our recommended workflows need to be easy to understand.
- 3. We risk becoming a consultancy if we cannot achieve self-sufficiency for our users**
  - Failing at this threatens our chances of growing and scaling.



# Making Training Relevant and Relatable

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**We invest time into setting up the customer's project before training which means:**

1. On training day, the software is immediately relevant and we get greater attention and interaction from attendees.
2. The value of the software is more easily visible when the training project is already familiar to the users – we get better buy-in.
3. After training, the users walk away with the initial system setup and configuration already complete. This provides a solid foundation for usage and lowers barrier to continued use.

# A Workflow Methodology



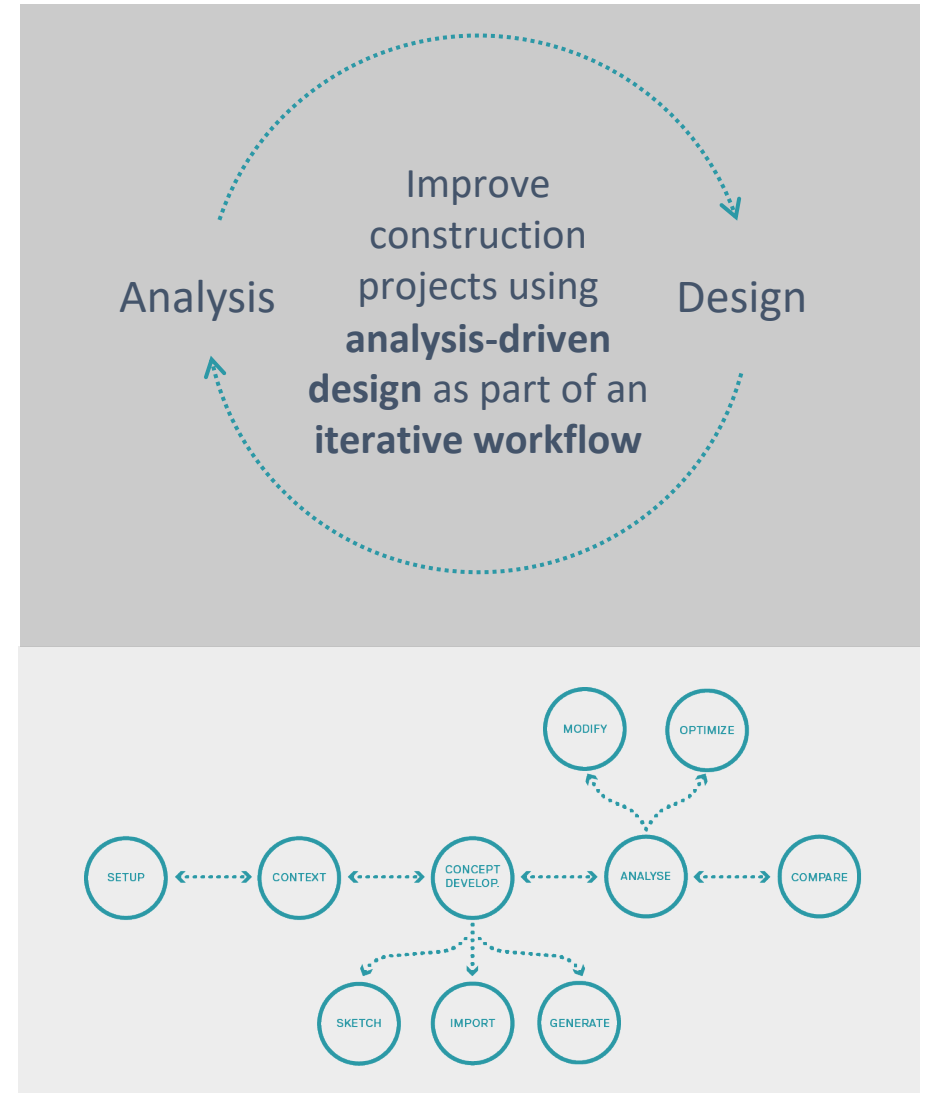
## An Industry Challenge

- In an industry with low digitisation, we are educating users in how to use our product as well as how to get best value from digital tools.

## Spacemaker Way

A best practice methodology to improve project design.

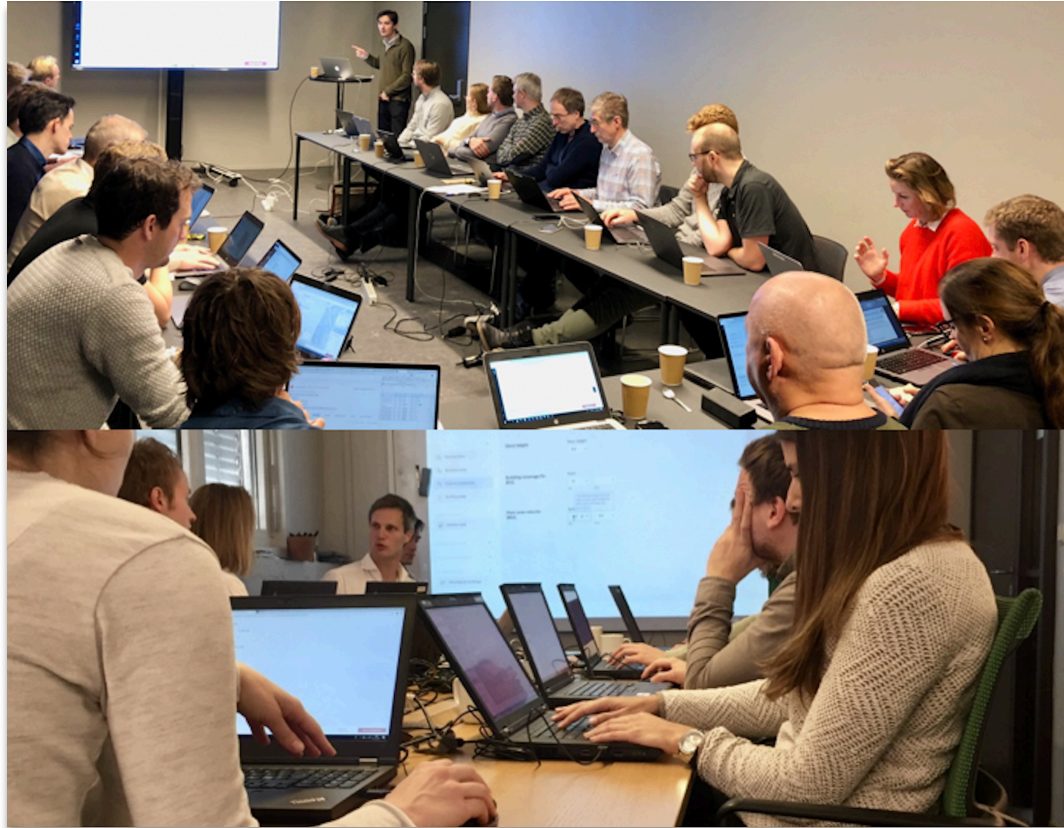
- We designed a framework and methodology to provide guiderails for the learning process.
- It is modularised for flexibility and we can teach all or parts of the program.
- We build everything around this from the training day schedule to the contents of the training deck.



# Creating Successful Users



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## User Success is our Mission

- Trainers are best-in-breed, including experienced building industry professionals (architects and urban planners), as well as top-tier consultants.
- Provide tools that support self-sufficiency post-training: Online Support, Forums and Wiki – ensure users continue to be supported after training and in their every day work.
- Continue to educate and upskill - ongoing sharing of knowledge and insight on industry-best practices, including Spacemaker product releases and new functionality.

# Summary



- Structure training in a way that makes it easy for users to form their own mental model of the software – we use a framework and methodology.
- Ensure that you engage your users attention. Find ways to make both the product and training relevant – we chose subject matter.
- Put in place a post-training support systems to ensure the benefits of the training last and the users continue to advance their knowledge on an ongoing basis – we have a post-training support structure.

*Self-sufficient users make for a more scalable and profitable business.*



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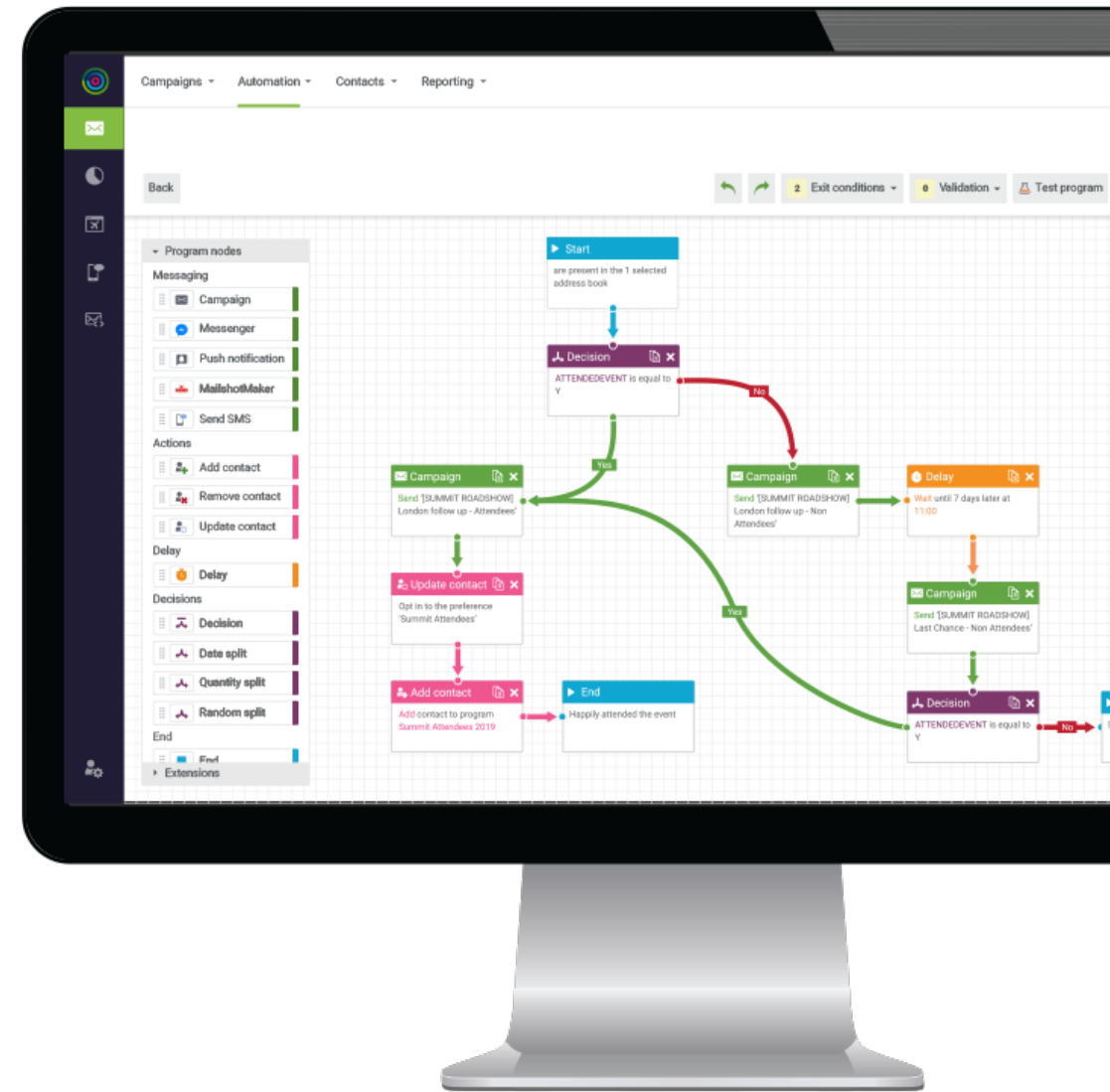
Dotmailer

Director of Professional Services

## INTRODUCTION

# ABOUT DOTDIGITAL.

- A global business with a UK headquarters
- Over 4,000 clients
- 340+ employees.
- Offices in 14 countries
- Cross-channel marketing automation platform



INTRODUCTION

# TEACH A CUSTOMER TO FISH FIRST.

Sounds so simple and logical. All you need to do is build a simple customer education programme.

Benefits:

- Increased adoption
- Retention
- Customer satisfaction
- Advocacy



CHALLENGE 1

**THEY THINK THEY  
ALREADY KNOW  
HOW TO FISH.**



SOLUTION 1

# WEAVING EDUCATION AND TRAINING INTO ALL TOUCHPOINTS.

- Regular thought leadership sessions
- Monthly training webinars
- Through support



CHALLENGE 2

# YOUR CUSTOMERS ARE CATCHING DIFFERENT SIZED FISH.



SOLUTION 2

# PROVIDE THE TOOLS FOR ALL STYLES OF FISHING.

- Tiered training
  - Self education
  - Shared learning
  - Dedicated training
  - Tailored options
- Clearly sign post the journey
- Speak to them in their language



CHALLENGE 3

# THE FISH WE'RE CATCHING KEEP GETTING BIGGER.



SOLUTION 3

# PLAN, PLAN & PLAN AGAIN.

- Make sure customer training is not an afterthought
- Weave into your training product releases
- Dedicated internal training
- Don't be complacent



TO RECAP

## 3 KEY TAKEAWAYS.

- Fish the whole lake
- Make sure your customers have the right tools to catch the fish they need
- Be prepared for when the fish get bigger





# QUESTIONS?