

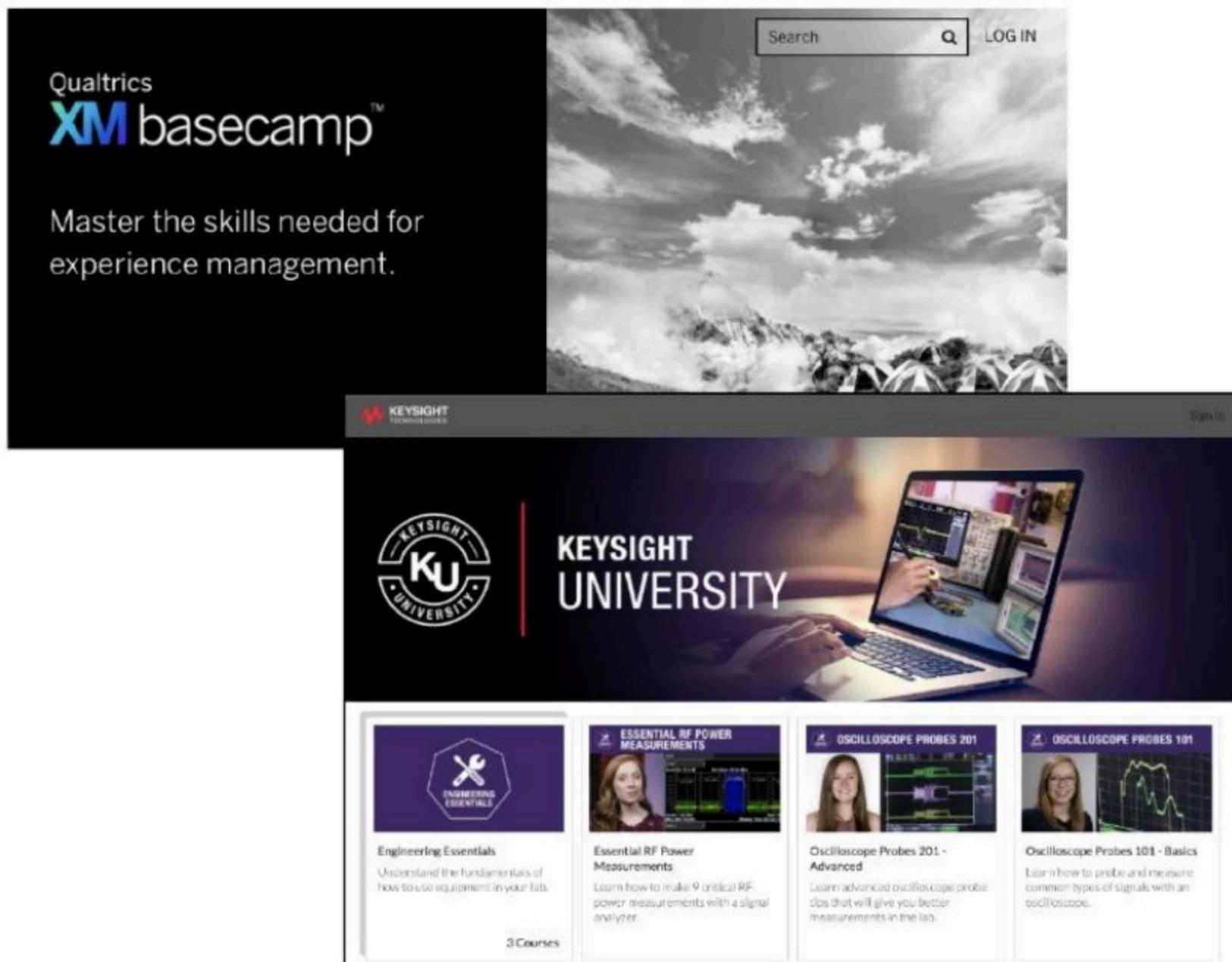


# Driving Customer Outcomes Through Learning

August 2020

# Skilljar is the leading **Customer Education Platform** that enables companies to onboard, engage, and retain customers at scale

Revenue	\$XXM ARR, XX% gross margin
Customers	XXX customers, XX% gross retention, XXX% net retention
Usage	XX million learners XX million hours delivered
Efficiency	Burned \$XXM to reach \$XXM ARR
Market	\$XXB opportunity in best fit segments



Learning needs to be **accessible** and **actionable** to drive positive outcomes for companies and for society





### **Trend 1**

Physical to Digital



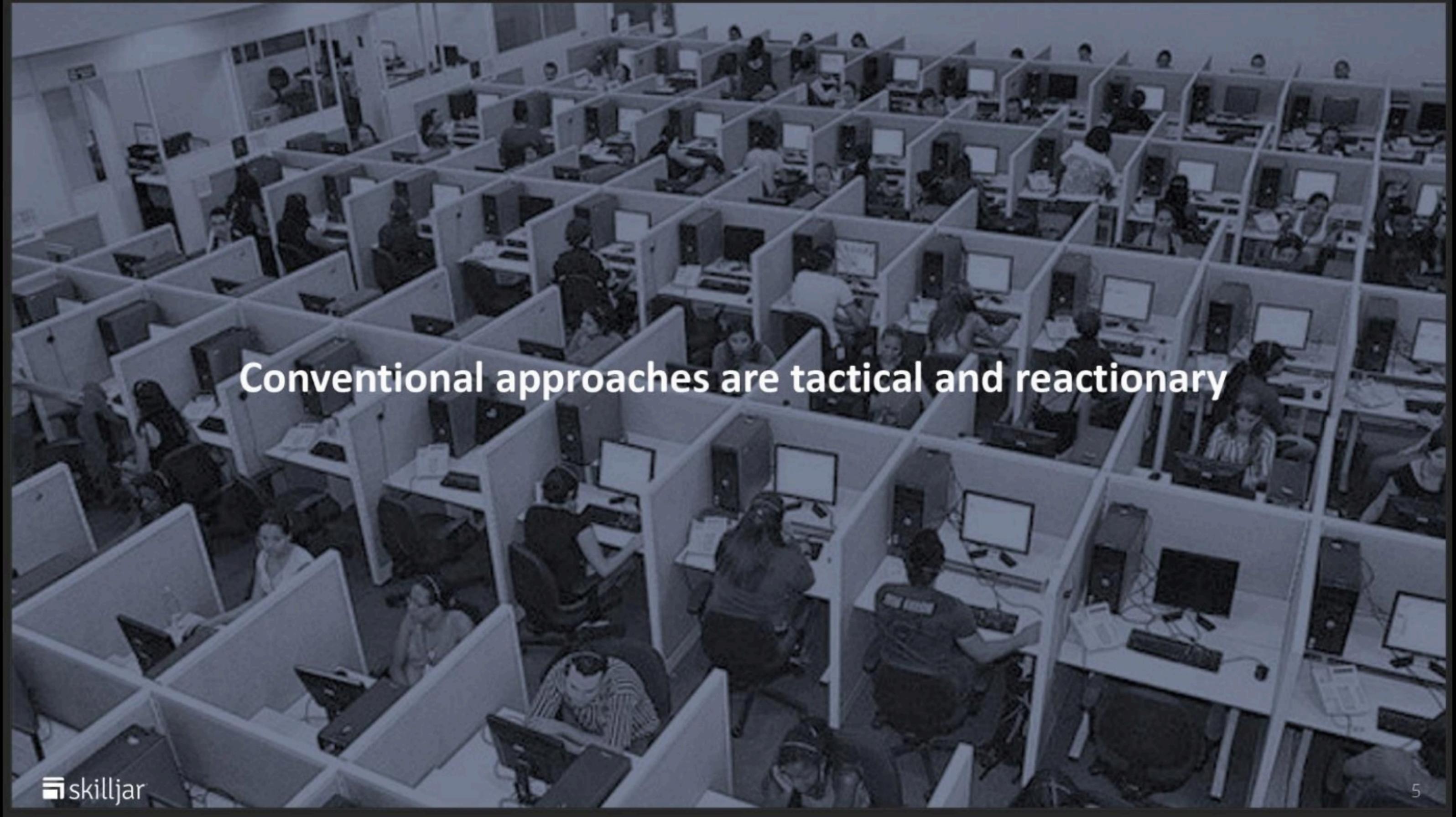
### **Trend 2**

Rise of Customer Experience



### **Trend 3**

Continuous Learning Economy

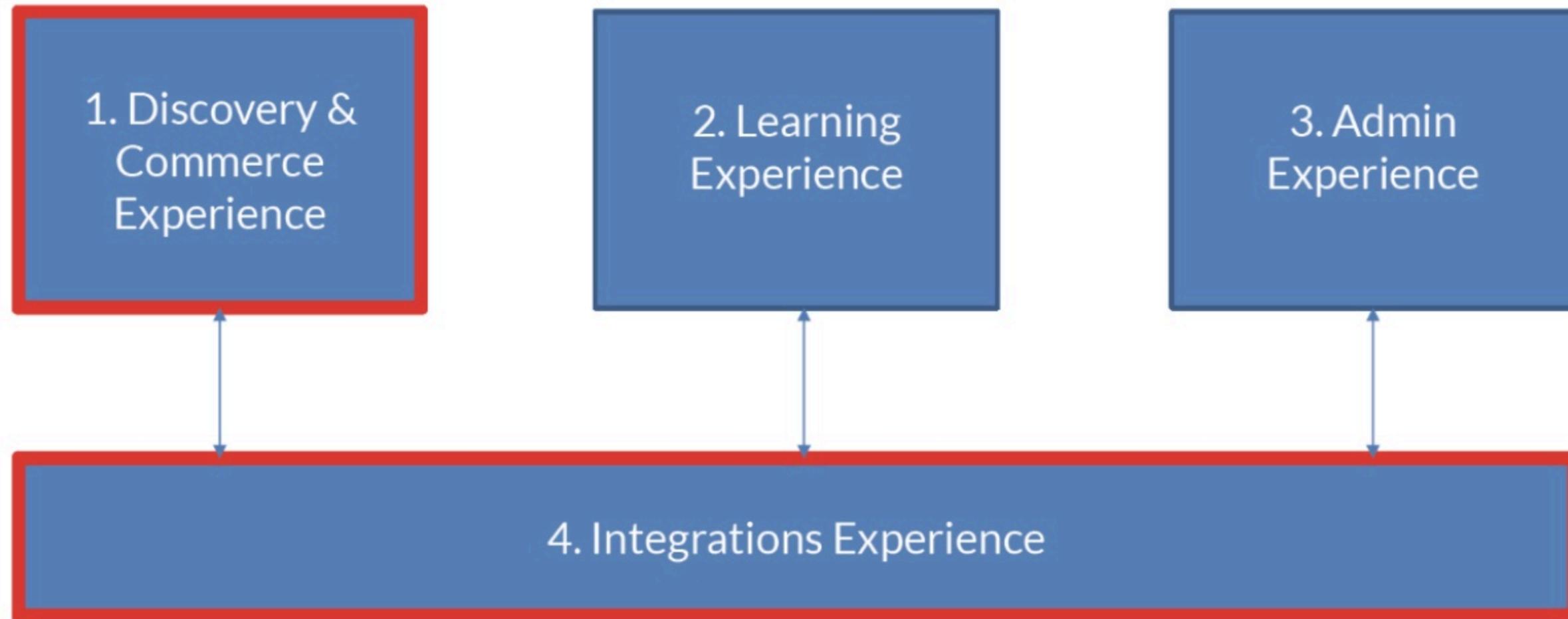


**Conventional approaches are tactical and reactionary**

# Customer Education is rapidly changing



# Skilljar's **Customer Education Platform** is purpose-built for external audiences to improve product adoption and customer retention



 = Differentiated from HR Learning Systems

# Discovery & Commerce - personalized catalogs, browse and search, subscription and bundle packages, monetization

Customer Learning 日本語 (Japanese) サインイン

## ラーニングセンターへようこそ

LinkedInタレントソリューションズ製品を効率的に活用する方法をご紹介します。



Recruiterのオンボーディング 新しいRecruiterと求人 クイックヒント ウェビナー COVID-19関連

- Recruiter**  
Recruiterのラーニングカタログを表示
- 求人**  
求人のラーニングカタログを表示
- アカウントセンター**  
アカウントセンターのラーニングカタログを表示
- Talent Insights**  
Talent Insightsのラーニングカタログを表示

zendesk training Subscription Events Certification Packages Courses  

## Training Unlocked

Get unlimited access to Zendesk Training anytime, anywhere so that you and your team are empowered with deep product knowledge to deliver the best customer experiences.

[Browse Plans](#)



We're here to help. Let us give you an overview of your training options. [Watch Now](#)



### Training Day Events

Join us for live, in-depth product trainings.

[See Dates](#)

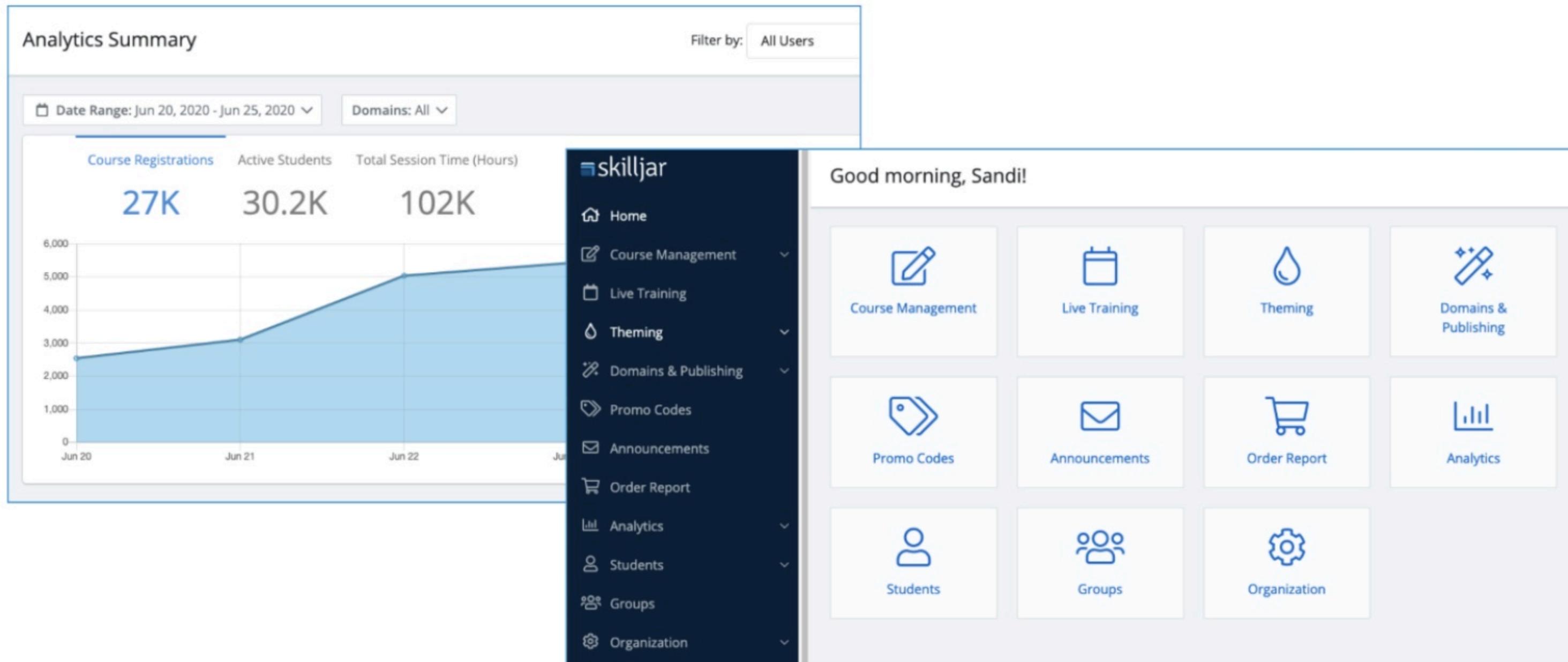


### Certification

Prove that you have reached a Zendesk-verified level of expertise.

[Get Certified](#)

# Admin Experience – content management, program management, learning analytics, user engagement



# Learning Experience – self-paced and instructor-led capabilities, multimedia content support, social certifications

The screenshot displays the Zendesk training interface. At the top, there is a navigation bar with 'zendesk training' and links for 'Subscription', 'Events', 'Certification', 'Packages', and 'Courses'. The main content area shows a video player for 'Zendesk Support for Agents, I' with a play button overlay. To the right, a sidebar contains filters for 'SERIES TYPE', 'PRODUCT', and 'LANGUAGE'. Below the video player, a 'Zendesk Certified App Developer' badge is visible. On the far right, a calendar view for August 2020 shows a schedule of training sessions.

**Navigation Bar:** zendesk training | Subscription | Events | Certification | Packages | Courses

**Course Title:** Zendesk Support for Agents, I

**Filter Sidebar:**

- SERIES TYPE
  - Deep Dives (106)
  - Essentials (64)
  - Office Hours (27)
  - Trending Topics (11)
- PRODUCT
  - Career Pages (2)
  - Jobs (4)
  - Recruiter (168)
  - Talent Insights (37)
- LANGUAGE
  - Dutch (+15)
  - English
  - French (+20)
  - German (+19)
  - Italian (+5)
  - Japanese (+14)
  - Portuguese (+20)

**Calendar View (August 2020):**

Day	Time	Session
<b>August 4, 2020 (Tuesday)</b>	9:00pm - 10:00pm	New Recruiter and Jobs Office Hours
	9:00pm - 9:45pm	Recruiter Essentials
	10:00pm - 10:45pm	Boost Your InMail Performance
<b>August 5, 2020 (Wednesday)</b>	2:00am - 3:00am	Business Development Strategies [Staffing Firms]
	2:00am - 3:00am	Strategically improve your Recruiter Workflow
	11:00am - 12:00pm	Business Development Strategies [Staffing Firms]
	10:00pm - 10:45pm	Recruiter Essentials
<b>August 6, 2020 (Thursday)</b>	2:00am - 3:00am	Let Recruiter Do the Work For you
	7:00am - 8:00am	Build a Thriving Talent Pipeline
	11:00am - 12:00pm	Advanced Search Strategies
	11:00am - 12:00pm	Advanced Search Strategies [Staffing Firms]
	11:00am - 12:00pm	Let Recruiter Do the Work for You
<b>August 7, 2020 (Friday)</b>	2:00am - 3:00am	Use Talent Intelligence to Strategize
	11:00am - 12:00pm	Use Talent Intelligence to Strategize
<b>August 16, 2020 (Monday)</b>		

# Skilljar dramatically improves business outcomes throughout the entire customer lifecycle

## Adoption

- **30%+** increase in product adoption within 30 days of training
- **50%+** acceleration in time to value

## Revenue

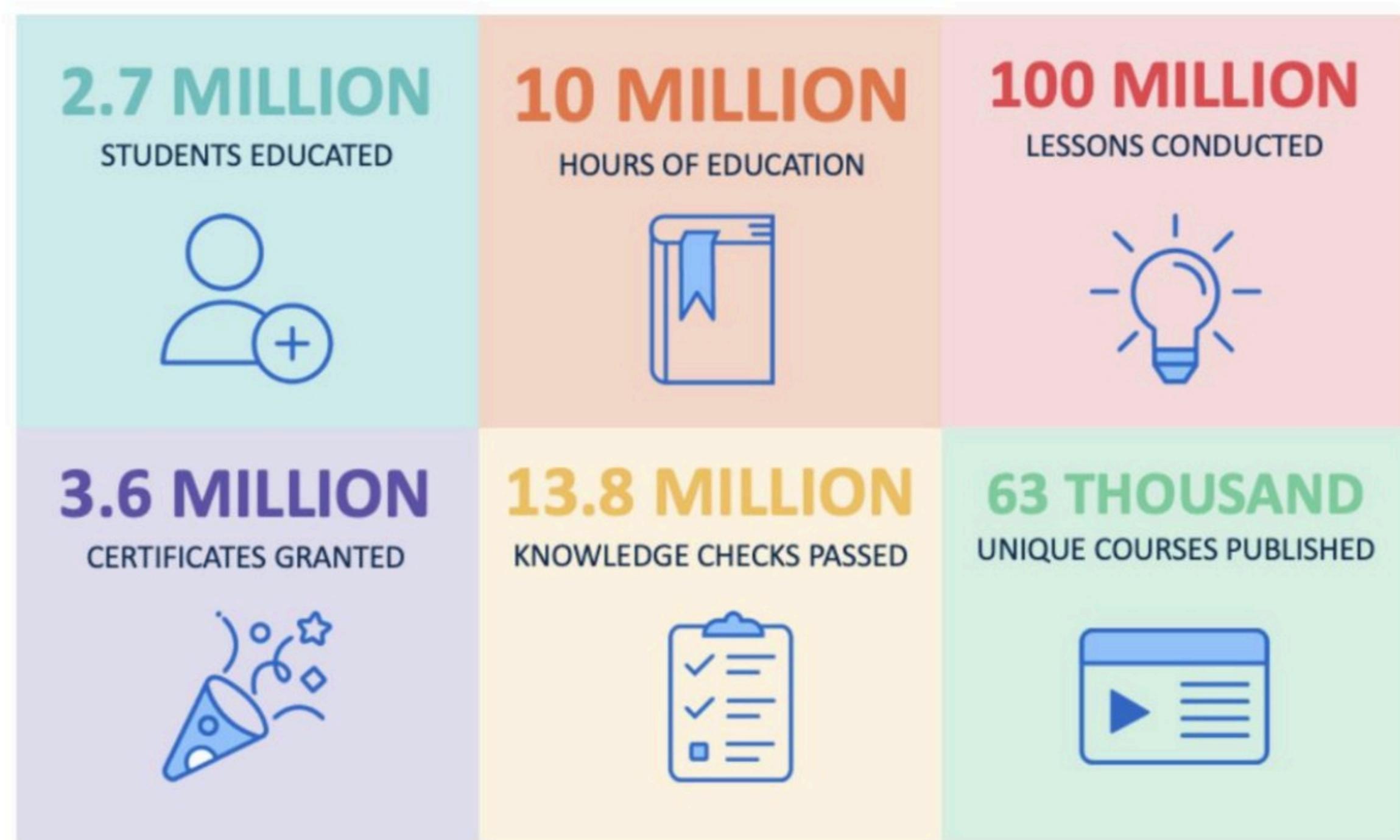
- **420%+** higher net retention for trained customer accounts
- **40%+** increase in training revenue

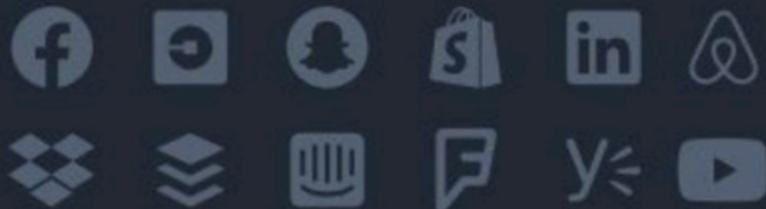
## Scalability

- **30%+** improved internal team productivity
- **30%+** reduction in “how-to” support tickets

*“We see 153% higher ARR for customers trained via Skilljar, compared to those customers that are not engaged in training”*

# Our impact is only just beginning





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