

# Partnering with ClickLearn for Customer Success

Introduction	2
Your (current) business is dying	2
The case for Partners	3
Customer success built on partnership	3
A new partner value proposition	3
Free premium training support	3
A flexible subscription model	3
License revenue sharing	3
Profitable Value Added Services	3
Partnering with ClickLearn	4

# Partnering with ClickLearn for Customer Success

## Introduction

With the advent of a globalized world, organizations across industries are recognizing the need for digital transformation to compete in the market and ensure a modern-day workplace. Companies are revising and streamlining their processes and working to expand digital operations, but many are still struggling to serve internal teams and customers by supporting the adoption of ERP and CRM systems.

ClickLearn's partner program is committed to serving end-users and giving partners the tools and incentives that they need to make software training and user adoption a core part of their customer success strategy.

## Your (current) business is dying

As the area of change management matures, and with the increased awareness of the importance of user adoption, this is where smart

businesses are investing their money. According to Microsoft, based on [research carried out by IDC](#), the overall market for adoption and change management services constituted a \$9.5B market in 2019, with 7% year-over-year growth. Conversely, in another recent study that Microsoft commissioned from Forrester Consulting to [examine Microsoft 365 revenue potential and profitability opportunities for Microsoft partners](#), the findings showed that services around the business of deployment are decreasing at an alarming rate. The study also showed that there are distinct business opportunities in the growing areas of advisory and adoption, business solutions, and managed services. Therefore, businesses need to increase their offerings within these areas, as they can no longer survive on pure deployment services.

**6x**

Customers are **6x** more likely to meet or exceed business objective with effective change management.

**\$9.5B**

Overall market for change management related to Microsoft technologies for 2019 is **\$9.5B**, growing at **7%** annually.

**+10%**

While deployment revenue becomes commoditized, Adoption and Advisory revenue streams are seeing **+10%** increase year over year.

Figure 1 Taken from Microsoft's [Adoption and Change Management Partner Offer Development Guide](#)

# The case for partners

ClickLearn makes documentation simple: Record, Produce, Publish. ClickLearn produces seven different learning styles, with the ability to translate into more than 45 different languages. Partners can set up end-customers with training content that can be recorded once and reproduced in video or text, with the option to publish anywhere, on any device, at any time—updated as the software is updated.

## Customer success built on partnership

ClickLearn has served its worldwide customer base for years by sharing the responsibility for success with its partners. The ClickLearn digital training platform efficiently supports end-users in gaining skills and adapting to rapid changes, sparing organizations the need to hire costly traditional training providers.

End-users almost always struggle with the adoption of new or upgraded software. Insufficient uptake of software comes at an alarming cost. [1E reports](#) that up to 37% of installed business software goes unused, costing companies in the US alone \$30 billion a year. In fact, research suggests that human factors related to training are the biggest risk in digital transformation projects. By aiding in software adoption, ClickLearn partners help their ERP and CRM customers get the full value from their investments and build a culture of training and continuous improvement.

## A new partner value proposition

ClickLearn's partner-driven subscription-based model simplifies the customer relationship and provides incentives aimed at helping partners succeed. But what might success look like for your partner organization?

ClickLearn believes that partnerships make both parties stronger. But before embarking on a partnership, your organization needs to know how it will benefit. The ClickLearn team has gathered extensive data and feedback from interviews with current partners to understand their perspective on the core benefits of the relationship and designed its new partner program to focus on common goals.

While the needs of partner organizations and their customers can vary, there are three key benefits for partners choosing ClickLearn:

### **Free premium training support**

ClickLearn partners can quickly become complete solution providers for end-users with the addition of training, leveraging powerful capabilities such as translations and the replay functionality.

### **A flexible subscription model**

Founded on a subscription model, ClickLearn pricing is highly flexible. An e-price calculator can offer pricing information with just four parameters. ClickLearn account managers work with each partner to help the delivery process and end-customers are offered the chance to “test drive” the product for 14 days for free. In this approach, customers are even able to interact with the technical consultancy and support personnel on the customer care team.

### **License revenue sharing**

When your customers subscribe to ClickLearn, we share the license revenue with you. 20% on the subscription value and 5% recurring with no purchase orders or invoices required.

### **Profitable value-added services**

Once your team is trained in ClickLearn, you can also begin to add value-added services on top of the every ClickLearn deal. You gain the ability to tap into a \$9,5 billion market that grows a staggering 7% year-on-year according to the IDC study commissioned by Microsoft.

“Some partners are mandating that every sales proposal include adoption services, and a few said that they would only take on a new customer if it includes these services... These services attached at a consistently high rate and combined were worth \$122 per user when included.”

*Forrester study commissioned by Microsoft*

ClickLearn is passionate about both the voice of the customer and the voice of the partner. This openness to feedback informs every internal decision made by ClickLearn as a company, including updates to the product and new strategic directions. Readiness to listen and take action on downstream information helps to ensure the success of partners and the long-term loyalty of your clients.

Even as ClickLearn acts on user feedback, the responsiveness and adaptability of the platform enables partner customer care teams to become the heroes of the day, resolving unique problems quickly as they come up and deepening the partner-customer relationship.

One partner, Litware Inc. was able to adopt the solution quickly with three authors across two departments and 700 end-users. Each user could be added for as little as \$0.73 per month, much less than the cost of a cup of coffee.

## Partnering with ClickLearn

With a common goal of ensuring end-user success and the most rapid adoption, ClickLearn and its partners can achieve shared objectives and drive revenue. Organizations around the world are recognizing the importance of digital transformation. The need for an effective

training and adoption program is greater than ever. ClickLearn’s transformative approach to digital training for partners operating in almost any geography or language offers a way to get end-users up to speed rapidly, expanding the efficiency and effectiveness of training materials.

The first step to becoming a ClickLearn partner is to set up a meeting and learn more about how the product and channel teams can support your priorities. ClickLearn’s team is ready to spring into action, providing videos and fact sheets, offering you a partner portal and a demo license, and building marketing collateral collaboratively. As you foster strong relationships with your customers over time, ClickLearn’s support and incentives provide a trusted path to continued success in training, upgrades, and new deployments.

With ClickLearn, you prime your organization—and your customers—for success. Partners can easily customize services, broaden revenue, build trust, and ensure repeatability, while enhancing the ERP and CRM digital transformation journey for the end-users.

# Become a partner:

[Become a ClickLearn partner](#)