

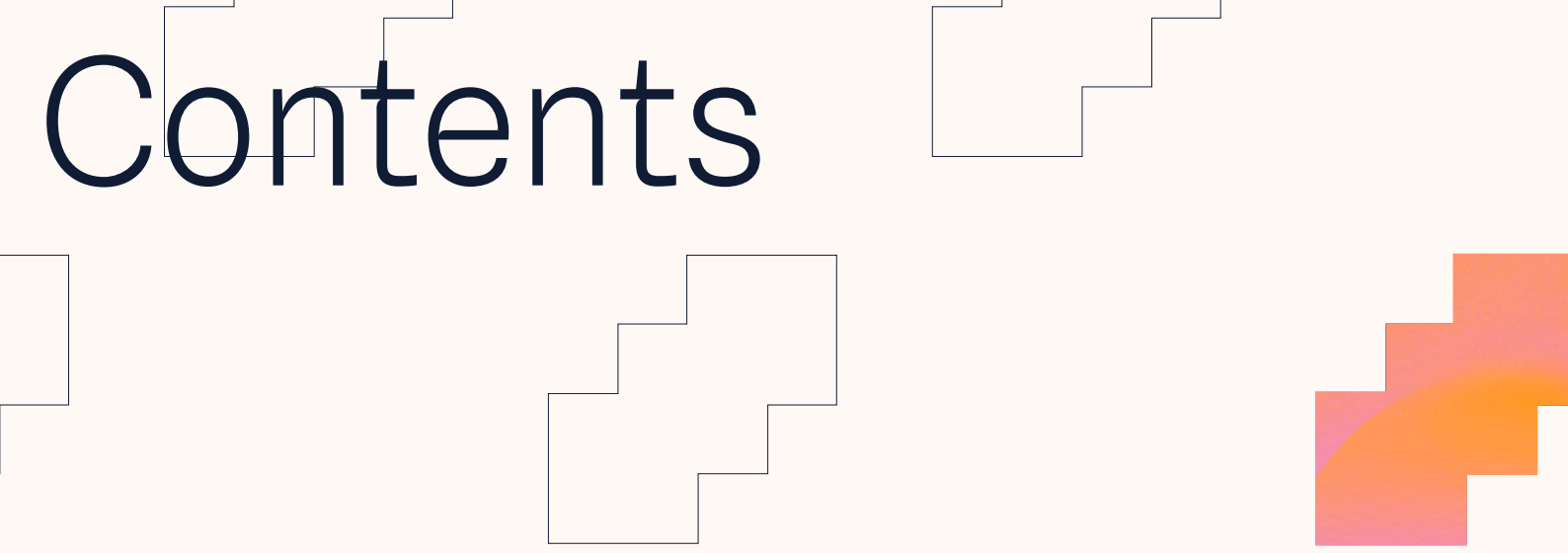
Customer Education in 2025/

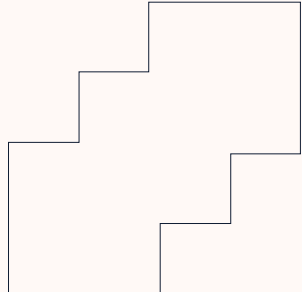


The New
Experience Era



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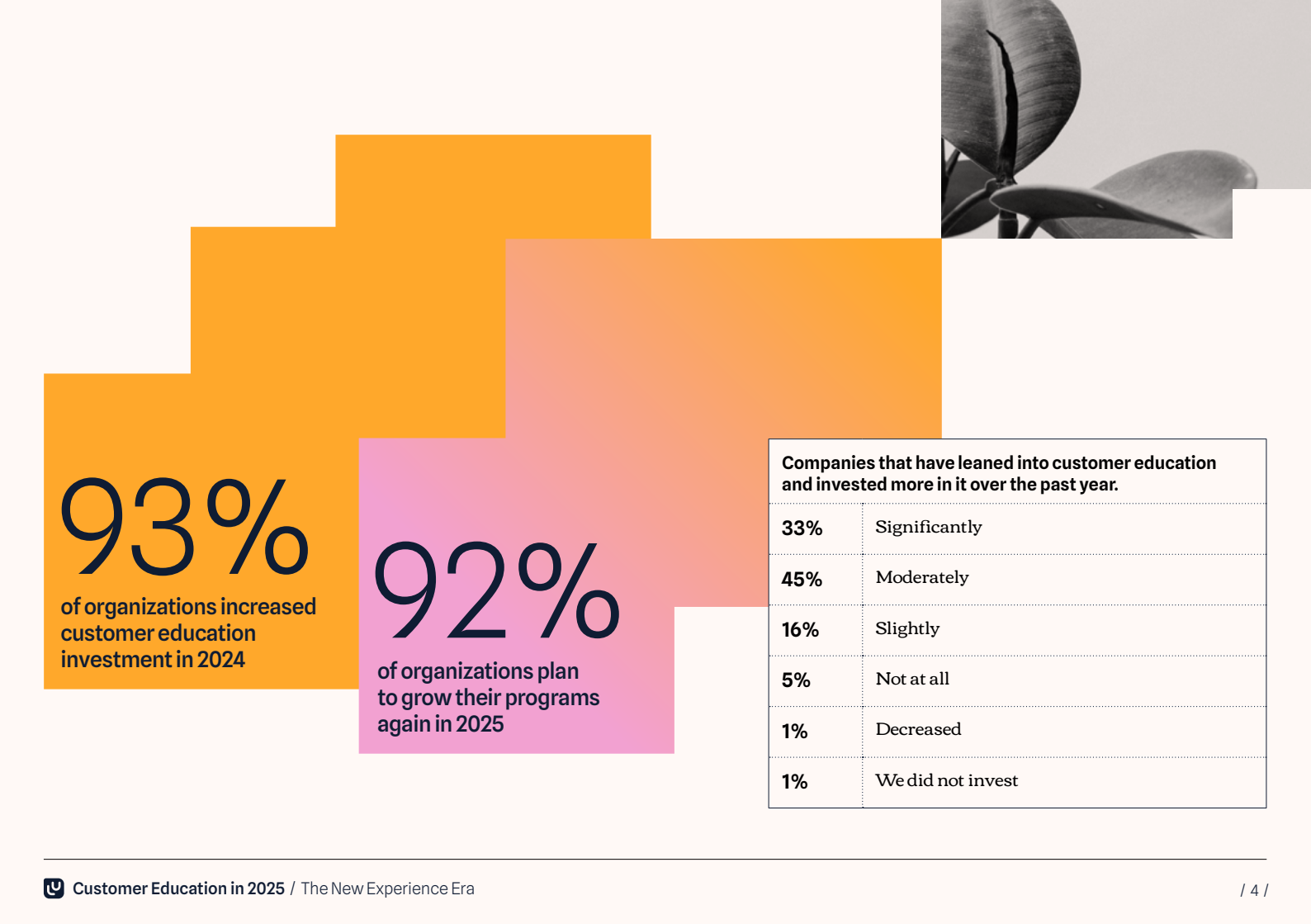
The Rise of Customer Education: A Strategic Shift

If there's one thing we know for sure, it's that [customer education](#) isn't just growing; it's thriving. More and more businesses are recognizing that education isn't just about telling customers about your products; it's about building stronger, more engaged, and more successful customers. And they're putting their money where their strategy is.

In the past year alone, **93% of organizations increased their investment in customer education**. Looking ahead, 92% expect their

programs to continue to grow, with only 6% anticipating no future expansion. That's clear proof that customer education is now a business priority, not an afterthought.

What's more, **over a third (33%) have significantly increased their investment**, while **nearly half (45%) report a moderate rise**. Even those taking a more cautious approach (**16% who reported a slight increase**) are moving in the same direction.

The infographic features a series of overlapping orange and pink rectangular blocks of varying sizes on the left side. On the right side, there is a black and white photograph of a plant with large, rounded leaves. The text is placed within and around these blocks.

93%

of organizations increased
customer education
investment in 2024

92%

of organizations plan
to grow their programs
again in 2025

Companies that have leaned into customer education and invested more in it over the past year.

33%	Significantly
45%	Moderately
16%	Slightly
5%	Not at all
1%	Decreased
1%	We did not invest

Why Now? The Business Case for Customer Education Has Never Been Clearer

So, what's driving this customer education surge?

At LearnUpon, we've noticed a seismic shift: businesses now see [customer education as a strategic advantage](#). Onboarding, product adoption, retention, customer loyalty, and even lead generation and revenue are all at stake, and education is proving to be a key lever in improving each of these areas. After all, as we know, a well-educated customer is more self-sufficient, more confident in their purchase, and more likely to stay engaged over time.

A Customer Education Movement That's Here to Stay

We believe this isn't just a short-term trend. Rather, it's a fundamental change in how businesses think about everything from attracting new customers to retaining and growing them in the long term. Today, it's being embraced as a competitive advantage that fuels engagement, advocacy, and long-term growth.

But what does this strategic shift mean for you?

In this report, we'll dive deep into the state of customer education today. We'll explore the key trends, challenges, and strategies that customer experience leaders are using to drive impact. Whether you're scaling an existing program or just getting started, one thing is clear: education isn't just a part of the customer experience; it's becoming the experience.



“Customer education is no longer a nice-to-have; it’s a strategic lever that accelerates onboarding, improves retention, drives revenue, and competitive differentiation. The fact that 93% are increasing investment shows the market finally gets it. But more investment alone doesn’t guarantee success. The real question is, are they investing in the right strategy, systems, and skills to move the revenue needle?”



John Leh, CEO at Talented Learning
| Learning Systems Industry Analyst
and Consultant

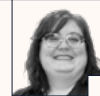
Insights from the experts

“The trends in this report really reflect what I’ve been seeing on the ground – more and more businesses are treating customer education as a strategic priority. As someone who’s a big advocate of customer academies, it’s exciting to see the level of investment rising so significantly. It reinforces what we’ve known for a while: education plays a critical role in driving customer success and loyalty.”



Frances Kleven, Senior Director,
Core Customer Experience
at LearnUpon

“At gWorks, we have invested in client training significantly. We’ve invested in new technologies that help us bring training to our clients when they need it. We’ve also invested in growing our Client Enablement team so that we can provide our clients with the resources they need to be successful. We see it as foundational. It touches so many aspects of our clients’ experience.”

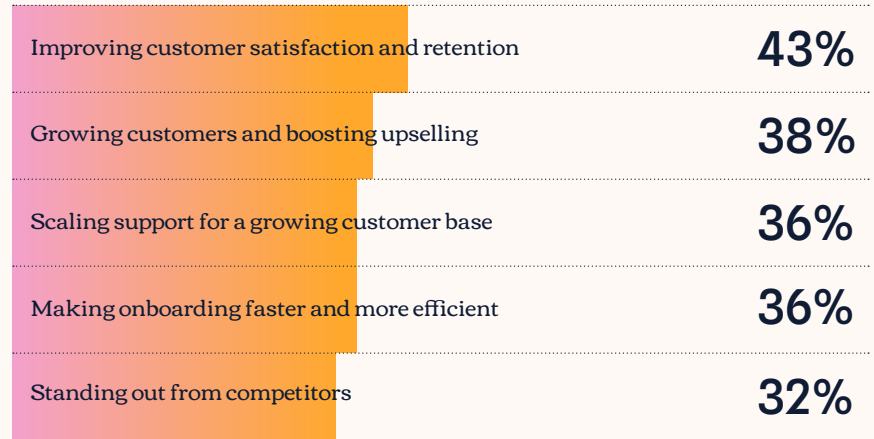


Marni Stewart,
Client Enablement
Manager, gWorks

The Future of Customer Education: Why the Investment?

The growth of customer education is being fueled by both strategic and practical reasons. When we asked why they're looking to expand their customer education programs, customer experience and education leaders shared five key drivers that are shaping their decisions across the customer lifecycle.

The Top 5 Reasons Businesses are Increasing Investment in Customer Education



It's no surprise that **customer satisfaction and retention top the list, with 43% of respondents ticking that box.** A well-educated customer is more confident, more engaged, and ultimately, more loyal.

But customer education isn't just about keeping customers; it's also about growing them.

With **38% of businesses seeing education as a key driver of expansion and upselling opportunities,** this proves that a strong learning program can translate directly into revenue growth.

Additionally, with customer bases expanding rapidly, **education is playing a critical role in scaling support efficiently (36%),** reducing strain on customer-facing teams while ensuring every customer gets the knowledge they need.

While **lead generation through courses (31%) and reducing support costs (26%)** are secondary drivers, they highlight a shift in how businesses are measuring the impact of customer education. It's not just about retention; it's about driving growth and working smarter across the business.

A Movement, Not a Moment

With so many organizations expanding their customer education programs, one thing is clear: this isn't just a fleeting trend; instead, it's a real movement. Learning has taken its rightful place at the heart of the customer experience, and the conversation has shifted. It's no longer, should we invest? But how can we make it even bigger, even better?

As we look to the future, customer education leaders aren't just thinking about growth; they're thinking about growth with purpose. How do you scale without losing the personal touch? How do you connect learning to the goals that matter most to your business? And how do you show the real impact learning can have?



“Ten years ago, very few companies had a customer academy; now, not only are we seeing more organizations build them, but we’re also seeing a real diversification in why they’re doing it. It’s not just about retention anymore. Businesses are using education to scale support, drive expansion, and connect learning to broader growth goals. That shift speaks volumes about how central customer education has become to long-term success.”



Brendan Noud,
Co-founder and CEO
at LearnUpon

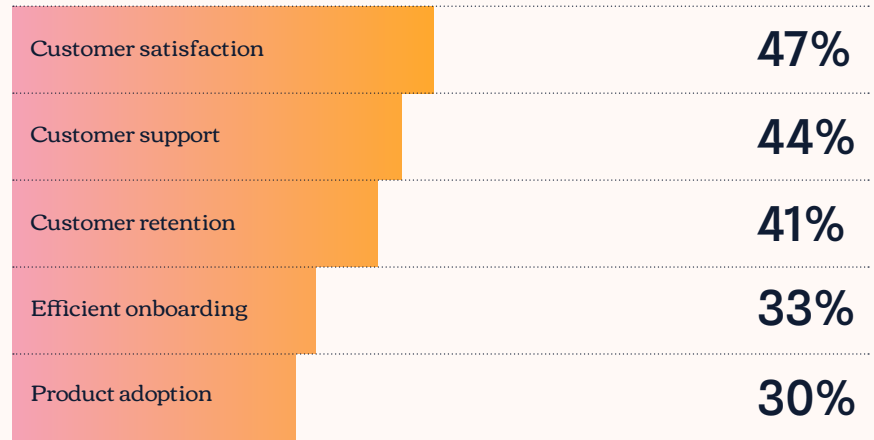
What's the Goal? The Driving Forces Behind Customer Education

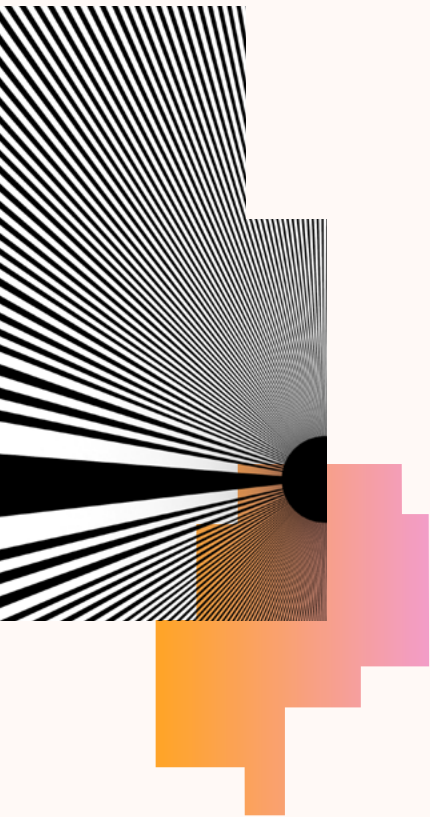
With investment in customer education on the rise and businesses planning for future growth, the next big question is, what are they trying to achieve?

Customer education has expanded beyond tickbox or reducing support tickets; instead, it's a strategic function with clear, measurable business objectives. And while priorities may differ across industries and regions, the overarching goal is the same: to create customers who are happy, successful, and engaged for the long haul.

So, what's driving today's customer education programs? According to customer education leaders, there are five primary objectives, but at the heart of it all? A better customer experience.

The Top 5 Primary Objectives for Customer Education





Customer Education as a Retention and Satisfaction Engine

It's no surprise that **nearly half (47%) of businesses cite customer satisfaction as their top objective**. Happy customers are loyal customers, and education plays a key role in reducing frustration, setting clear expectations, and ensuring customers get the most value from a product or service.

But satisfaction alone isn't enough: retention matters, too. Almost half of organizations **prioritize customer retention through education, with that number rising to 53% for companies with over 500 employees**. The bigger the business, the more critical it becomes to keep customers engaged and prevent churn.

Scaling Support Through Education

For many businesses, education isn't just about making customers happy; it's also about making support more scalable. Today, **44% of companies say customer support is a key driver of their education programs**.

As companies grow, relying solely on reactive support becomes unsustainable. That's where customer education comes in, as it helps customers help themselves through on-demand training, knowledge bases, and self-service resources that reduce strain on support teams. This results in faster resolutions, lower support costs, and a better overall experience.

Onboarding and Adoption: Helping Customers See Value Faster

One of the biggest hurdles for any business is getting customers up to speed quickly. That's why **a third (33%) of businesses prioritize efficient onboarding**, ensuring customers understand how to use their product or service as fast and seamlessly as possible.

Education is also a major **driver of product adoption (30%)**. When customers fully understand a product's features and benefits, they're far more likely to use it effectively, leading to higher engagement, better outcomes, and fewer churn risks.

Education as a Revenue Generator

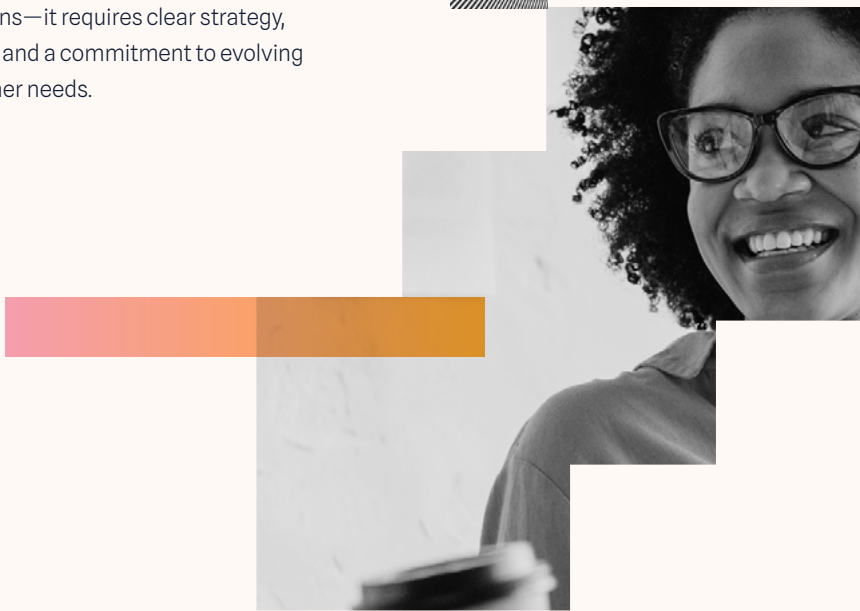
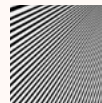
While customer education is primarily about delivering value, many businesses are seeing the benefit of turning learning into a direct revenue stream. Our research found that 26% of companies say their primary goal is selling courses and certifications, and 20% see customer education as a tool for upselling.

These numbers suggest a shift in how businesses view education. It's not just as a support or engagement function but as a way to drive revenue growth. Whether through paid training, certifications, or education-driven upselling, companies are increasingly seeing learning as a business driver, not just a cost center.

A More Strategic Approach to Customer Education

What's clear from these objectives is that customer education is maturing as a business function. No longer just an extension of support, it's a key pillar of customer experience, revenue growth, and long-term retention.

But achieving these goals takes more than just good intentions—it requires clear strategy, strong execution, and a commitment to evolving alongside customer needs.



Insights from the experts

“The reasons businesses are investing in customer education completely align with why we built our own customer academy. We wanted to achieve the same outcomes, and we’ve seen a positive shift: a 17% reduction in support tickets during implementation, a 9% increase in product adoption, and a 12.5% decrease in time to launch. It’s incredibly validating to see the data mirror our own experience.”



Katya Buratovich,
Senior Manager, Implementation
at LearnUpon

“These reasons are all applicable in the case of our customer education program. More so now than ever, all areas of the business are reaching out to explore opportunities to collaborate. Lead generation has been one area of growth—creating content that’s relevant for prospects helps us establish relationships and demonstrate our expertise in the industry. One of the goals of customer education is to reduce support costs. We’re always looking for ways to automate the flags that identify top ticket topics, and to quantify the impact training has on ticket deflection.”



Gail Mowatt, Senior Training
and Education Manager,
FiiX

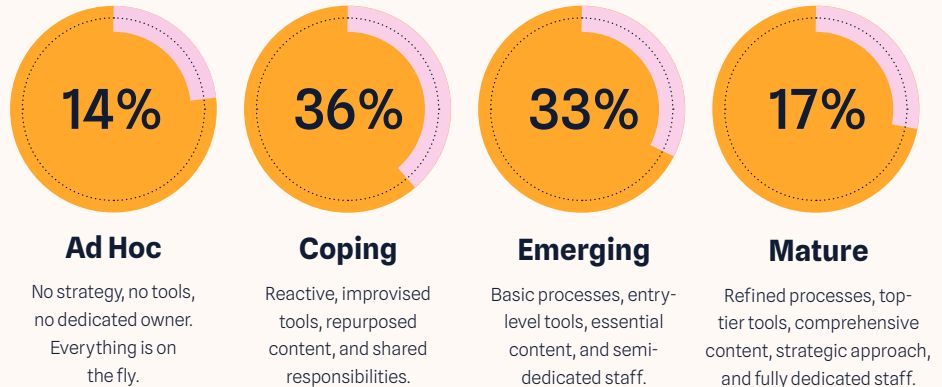
From Ad Hoc to Advanced: Where Does Your Customer Education Strategy Stand?

As customer education continues to gain traction, businesses are grappling with an important reality: it's one thing to invest in education; it's another to do it well.

The truth is, **customer education maturity** varies widely across industries, regions, and company sizes. Some organizations have fully developed programs with dedicated teams and strategic execution. Others? They're still figuring things out, running on improvisation, repurposed content, and shared responsibilities.

So, where do businesses stand? When asked to rate the maturity of their customer education strategy, customer education leaders placed themselves in four key categories.

The Maturity of Customer Education: Where Leaders Placed Their Strategies



At first glance, these numbers show progress, **as nearly half (50%) of organizations have moved beyond the ad hoc and coping stages.** But they also reveal a major gap: **only 1 in 6 (17%) companies have reached true customer education maturity.**

The Reality Check: Many Businesses Are Still in “Coping” Mode

For over a third (36%) of organizations, customer education is still a reactive, scrappy effort. Teams are pulling together content from different sources, relying on makeshift tools, and juggling responsibilities across departments.

This “coping” phase is **where nearly two-thirds (63%) of companies operate.**

While there’s nothing wrong with starting small, staying in “coping mode” too long can limit impact. Courtney Sembler, Senior Director, HubSpot Academy at HubSpot, says it best:

“Start-ups and early-stage programs don’t starve, they drown.”

Without a **clear strategy**, education efforts become scattered, measurement is difficult, and scaling becomes a constant challenge.

The Leap to Maturity: What Sets the Leaders Apart?

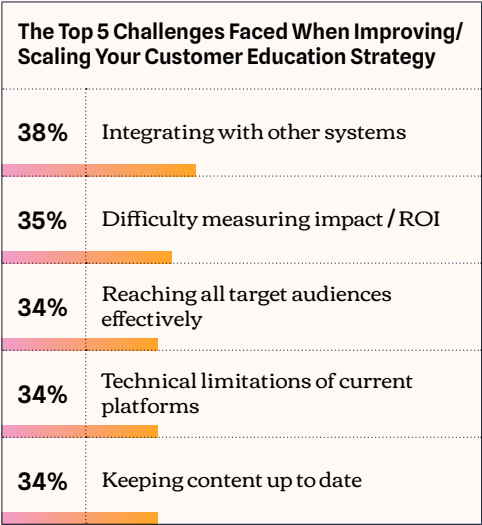
On the other end of the spectrum, **17% of organizations describe their customer education programs as mature**—built on refined processes, top-tier tools, dedicated staff, and a clear strategic approach.

These businesses don’t just view education as an afterthought; they see it as a core pillar of their customer experience, product strategy, and revenue growth. They’ve moved beyond just creating content to delivering structured, impactful learning experiences at scale.

The question is, what’s holding the rest back?

The Biggest Barriers to Scaling Customer Education

Even for companies that want to improve their customer education programs, scaling is easier said than done. When asked about their biggest challenges, organizations highlighted five key roadblocks.



Beyond these top five, **lack of resources (31%)** and **lack of internal alignment (28%)** also emerged as significant barriers. Without enough budget, staffing, or executive buy-in, even the most promising education initiatives can stall before they ever reach their full potential.

What's Next? Moving Toward a More Strategic Approach

The data makes one thing clear: customer education is still evolving. While most businesses have moved beyond the “ad hoc” stage, the majority are still figuring out how to scale, measure, and optimize their programs for real impact.

So, what does it take to move toward maturity?

- + Strategic alignment: Customer education should be a core business function, not an afterthought.
- + Technology that scales: Investing in the right tools and integrations can eliminate many operational headaches.
- + A data-driven approach: [Measuring impact and proving ROI](#) will be critical for securing resources and executive support.
- + A commitment to continuous improvement: The best education programs evolve alongside customer needs and business priorities.

The companies that invest in moving up the maturity curve will be the ones that see the biggest impact—reducing churn, increasing engagement, and driving measurable business results.



This is the reality of an emerging market—most organizations are still at the coping or emerging level, 17% say they're mature, which is encouraging. You can't scale success on duct tape and repurposed webinars. CE maturity means dedicated staff, business-aligned goals, data-driven optimization, and a professional tech stack. If your CE team doesn't have a seat at the GTM table, you're not mature—you're surviving.



John Leh, CEO at Talented Learning
| Learning Systems Industry Analyst
and Consultant

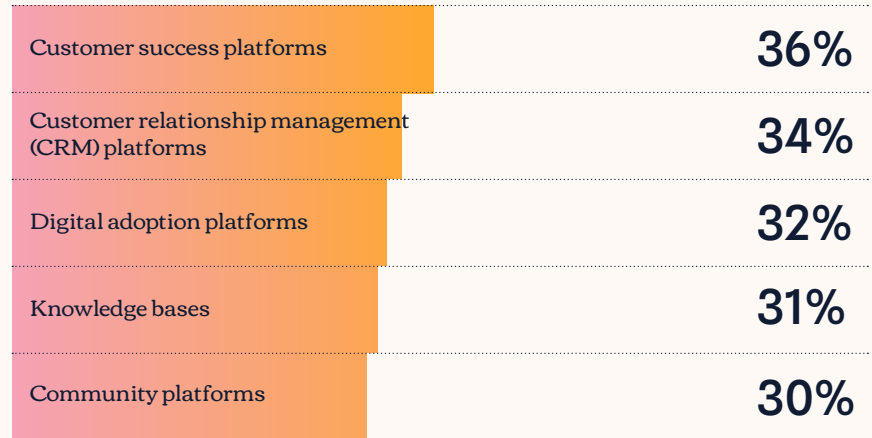
The Tech Behind Customer Education: What's Driving (and Limiting) Success?

When it comes to customer education, technology can make or break the experience. The right platforms streamline learning, scale engagement, and connect education to broader business goals. The wrong ones? They create friction, inefficiency, and missed opportunities.

So, what tools are businesses actually using to power customer education today?

The Top Technology Platforms for Customer Education

Businesses are leaning on a mix of success-focused, engagement-driven, and knowledge-sharing platforms to support their education initiatives. The five most commonly used tools are:



+ **Customer success platforms (36%)** – These tools help teams track customer progress, engagement, and learning impact.

+ **Customer relationship management (CRM) platforms (34%)** – Education is being integrated directly into customer relationship management systems.

+ **Digital adoption platforms (32%)** – Companies are embedding education into product experiences with in-app guidance and walkthroughs.

+ **Knowledge bases (31%)** – Self-serve resources remain a go-to for customers looking for quick answers.

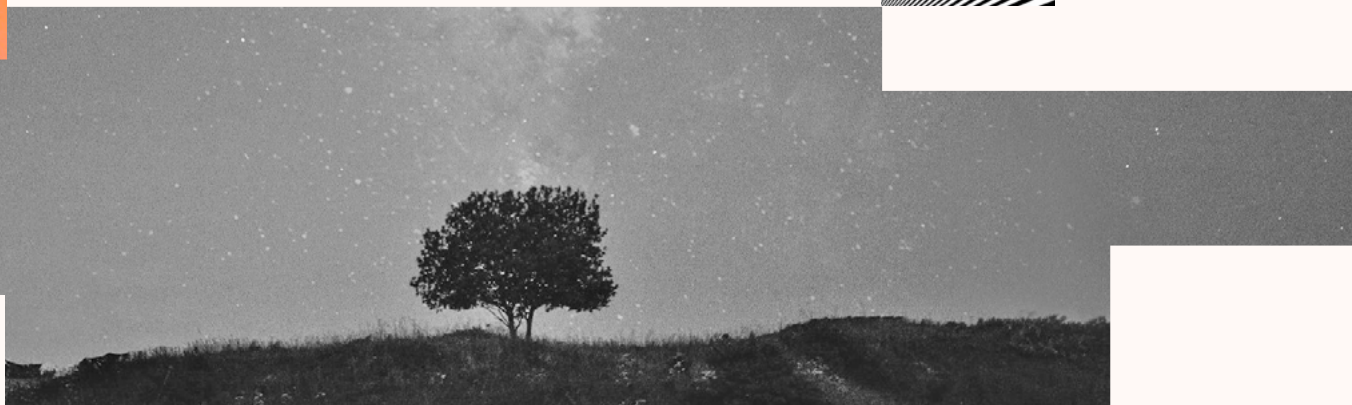
+ **Community platforms (30%)** – More businesses are **leveraging peer-to-peer learning** as part of their education strategy.

Beyond these core tools, around **a quarter of businesses** also rely on:

+ **Content authoring tools (28%)** – Used to create interactive courses, guides, and learning experiences.

+ **LMS/Customer Education/Academy Platforms (25%)** – A more structured approach to customer education, offering a dedicated learning environment.

+ **Webinar tools (24%)** – A classic for delivering live, interactive training sessions.



Regional and Company Size Differences in Tech Usage

How companies approach customer education varies by location and size.

- + **CRMs are more popular in the UK (38%) than in the US (30%)** for customer education.
- + **Knowledge bases are used by 38% of New Zealand businesses, but only 29% in the US.**
- + **Larger companies (250-500 employees) rely more heavily on knowledge bases (42%)** compared to just **24% of smaller companies (10-49 employees).**

These differences suggest that while larger, more established businesses have the resources to build structured self-service learning, smaller companies are relying on more ad hoc methods.

Are Businesses Happy with Their Current Tech Stack?

Despite the variety of tools in use, most organizations feel their tech stack is working —at least to some degree.



81%

of businesses find their current setup effective.



32%

say it's very effective



50%

say it's somewhat effective.



7%

of respondents find their tech stack ineffective, meaning major dissatisfaction is relatively low.

The Tech Gap: What's Missing?

While businesses might find their tools “good enough,” the data suggests room for improvement.

- + **System integration remains a challenge (see Chapter 4).** Many businesses struggle to connect their learning platforms with CRMs, customer success tools, and analytics.
- + **Content creation still lags.** Despite its importance, **only 28% use a content authoring tool**, suggesting many are still **repurposing existing materials rather than creating education-first content.**
- + **Adoption of dedicated customer education platforms is still low (25%).** Many businesses may still be relying on more generalized tools rather than **investing in platforms built for structured learning.**

The Road Ahead: Building a Stronger Tech Stack for Customer Education

Technology is only as effective as the strategy behind it. To move from “somewhat effective” to truly impactful, businesses need to:

- + **Integrate learning with customer success and CRM tools** to track impact and personalize education.
- + **Invest in structured content creation** rather than relying on fragmented resources.
- + **Leverage automation and AI** to scale education efforts **without losing engagement.**
- + **Prioritize the learner**—because **even the best content won't stick if the experience is not user-friendly.**

The right tech stack can transform customer education from a support function to a strategic growth driver. But it takes intentional investment and alignment to make that happen.

How to Build a Customer Education Academy That Drives Results



GET THE EBOOK

Insights from the experts

“The technology behind customer education can either drive impact or hold you back. When your tools are integrated and aligned—connecting learning with customer success, CRM, and analytics—you create a seamless, scalable experience. But when platforms are fragmented or not purpose-built, it creates friction for both your team and your learners. The most successful programs are the ones that treat tech as a strategic enabler, not just a delivery mechanism.”



Frances Kleven, Senior Director,
Core Customer Experience
at LearnUpon

“The ability to measure ROI effectively is impossible without the integration of other systems so that we can cross reference the data and make meaningful correlations. If the data is not integrated, then attempts to make correlations becomes a manual process that is difficult to reproduce consistently.”



Gail Mowatt, Senior Training
and Education Manager,
FiiX

A Closer Look: US, UK, Australia, and New Zealand Compared

United States

High Growth, But Room for Maturity



US organizations are highly optimistic about customer education, with **95% reporting increased investment** and **96% expecting future growth**, which is among the highest globally. The top driver is **scaling support**, while customer support is the leading objective. However, **only 77% find their tech stack effective**, and a higher proportion still rate their strategy as “coping” (39%), which is more than any other country. This suggests enthusiasm is outpacing infrastructure maturity, with a clear opportunity to level up tools and processes.

United Kingdom

Outcome-Focused, But Lagging on ROI



UK respondents show a strong focus on customer outcomes: **customer satisfaction is the #1 objective** (59%), and **more respondents cite retention as a reason for future investment** (54%) than anywhere else. Yet, the UK lags on measurement and returns: **only 77% are measuring ROI**, and just **77% report seeing ROI**, the lowest across the four regions. UK organizations may benefit from better metrics and tools to connect education with business impact.

Australia

Invested, Yet Conservative



Australia shows strong overall investment: **96% report increased spend**, but only **22% say it has significantly increased**, the lowest across the regions. While **90% anticipate future growth**, their leading challenges center on **technical limitations and impact measurement**. Only **86% report seeing ROI**, and **80% are measuring it**. Australian businesses appear cautious, with a focus on operational efficiency rather than bold transformation.

New Zealand

Leading the Way in Impact



New Zealand stands out as the most advanced region in terms of **impact and adoption**. A remarkable **98% report increased investment**, and **74% say it has increased significantly**—the highest of all countries. Organizations here also lead in reported outcomes: **94% saw reduced churn**, **88% find their tech stack effective**, and **96% report ROI**. With the lowest percentage rating their strategy as “coping” (20%), New Zealand is emerging as a global leader in customer education maturity.

Customer Education: A Proven Business Driver with Untapped Potential

The data is clear: customer education is no longer a “nice-to-have”; it’s a strategic driver of business success.

Across industries and company sizes, organizations that invest in education programs are seeing tangible benefits, from higher customer satisfaction and product adoption to reduced churn and revenue growth. In fact, nearly 9 in 10 businesses report a direct return on investment (ROI) from their customer education efforts.

Yet, despite these strong results, many organizations still face challenges in measuring and optimizing their programs.

Key Takeaways

Customer education is widely adopted, but strategies vary. Organizations are leveraging a mix of customer education platforms, content authoring tools, digital adoption platforms, and knowledge bases to deliver learning experiences. However, while the technology

stack continues to evolve, measurement and optimization remain ongoing challenges.

The impact of customer education is undeniable. Businesses see significant benefits, with education driving higher retention, increased product usage, revenue growth, and improved customer lifetime value. Larger companies and mature markets are leading the way in leveraging education as a strategic initiative, but even smaller organizations are reaping its rewards.

ROI is real, yet some organizations struggle with measurement. Despite nearly 9 in 10 companies reporting a direct return, many still face barriers such as unclear KPIs, resource constraints, and internal misalignment. Addressing these gaps will be crucial in proving the value of customer education and securing further investment.

Looking ahead, the opportunity for customer education is bigger than ever. Organizations

that double down on better measurement frameworks, seamless integrations, and [personalized learning experiences](#) will be best positioned to drive success.

The shift from reactive to proactive education—embedding learning into every stage of the customer journey—will separate industry leaders from the rest.

What's Next?

Customer education is no longer just an initiative; it's a growth strategy. For businesses willing to invest in the right tools, content, and measurement strategies, the rewards will be significant. Now is the time to refine your approach, align education with business goals, and create a strategy that impacts your customers and your business.

Research Methodology

LearnUpon's research report was conducted by [Censuswide](#), among a sample of 602 Customer Experience Leadership and Practitioners across the US, UK, New Zealand, and Australia (25+). The data was collected between February 13, 2025 - February 21, 2025. Censuswide abides by and employs members of the Market Research Society and follows the MRS code of conduct and ESOMAR principles. Censuswide is also a member of the British Polling Council.

About LearnUpon

Give your team the tools to build a powerful customer education academy with LearnUpon.

With 1,500+ global customers, including BambooHR, Coupa, and Gusto, LearnUpon's LMS helps you streamline and scale how your business onboards, educates, and engages your customers so you can impact what matters: adoption, retention, and growth.

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