# CUSTOMER SUPPORT KNOWLEDGE MANAGEMENT

Designed and deployed targeted, engaging eLearning material to boost product knowledge and user satisfaction

## Client Background

Our client is an established SaaS provider of ERP applications to the financial services industry. The client's flagship product had a complicated UI, which led to a huge increase in customer support calls. This disrupted customers' user experiences, leading to frustration and increased defection, however, redesigning the UI was not an option. While the client's L1 support unit managed to resolve most user issues, many were flagged for L2 and L3 support.

To reduce support calls (and customer frustration), the client's key objectives included:

- Simplifying and enhancing product usage education with interactive media and bite-sized, step-by-step instructions.
- Introducing transparency and clear, accessible communication into the customer onboarding process.
- Providing instant, targeted support for global customers.

**Difficult-to-understand product UI**
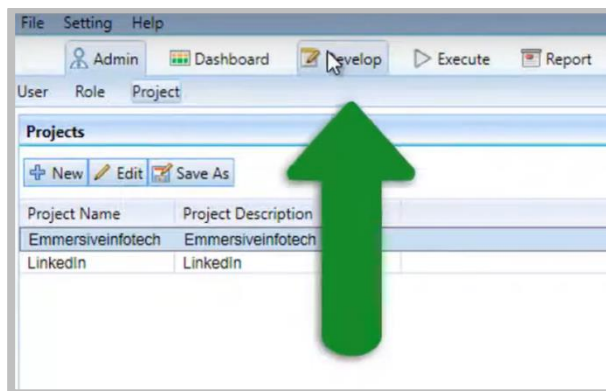


## KEY BENEFITS

- Solved common customer support queries through eLearning nuggets
- Empowered customers with self-paced digital learning material
- Reduced support calls 35% by redirecting customers to demo videos
- Boosted customer retention by 30%
- Repurposed eLearning material for client's product/sales training
- Developed an AI-enabled chatbot to solve customer FAQs in real-time

## Xoriant Solution | Key Contributions

To establish a baseline of issues, Xoriant analyzed the L1 and L2 support calls to identify the most common queries. Despite major similarities in the calls, the client's support staff lacked the tools to categorize and escalate these issues to the L3 unit. To implement better knowledge management practices, Xoriant proposed a series of custom-branded, rapid eLearning courses and nugget-sized, interactive tutorial videos to explain the product's proper usage and highlight its benefits (as opposed to its features). Our approach involved:

- Seeding our instructional designers within the client support team to analyze and categorize common queries and FAQs.

- Compiling self-paced, nugget-based training curriculum to target and resolve common FAQs.

- Developing demos and short, engaging video tutorials to provide a step-by-step understanding of the product's complex UI.

- Providing end-to-end issue analysis and categorization, curriculum design, development, deployment, and management of mobile-ready eLearning courses.

- Providing additional e-reference materials to supplement customer education topics.

- Designing and hosting online assessments to test and reinforce customer product knowledge.

- Freeing customers from dependency on support to drive product adoption and user satisfaction.

## Client Testimonial

*Xoriant's intuitively-designed customer training curriculum has become the core of our new customer onboarding process. They charted our customers' learning curve to ensure that it reflected our desired outcome. Their eLearning material is concise and effective. We've found it to be a very feasible customer support solution that has fostered a culture of understanding and transparency around our product by improving the customer experience.*

## Technology Stack

**HTML5 | Articulate Storyline | RAPID Authoring Tools | Adobe CC**

Xoriant is a product engineering, software development and technology services company, serving technology startups as well as mid-size to large corporations. We offer a flexible blend of onsite, offsite and offshore services from our eight global delivery centers with over 4000+ software professionals. Xoriant has deep client relationships spanning over 30 years with various clients ranging from startups to Fortune 100 companies.