



UNLOCKING BUSINESS SUCCESS: The Power of Effective Training

The secret to increasing revenue
and lowering costs



The only thing *more expensive* than training your employees and
customers is **NOT** training them



**Do you want to
make more money
or save some
money?**

Times are **Tough**

Whatever line of business you are in, chances are that times are tougher than ever.

Companies are always looking for ways to increase their revenue and optimize their spending.

However, this is usually not easy to achieve.

What if I told you that there is something you can do that is much easier than expected?

It's called **training**.

Investing in training programs can naturally lead to a broad range of business benefits.



The Impact of Training Programs

According to a Forrester Consulting report, 90% of companies have seen a positive return on their customer education (training) investments.

Benefits include increased revenue, higher retention, increased customer satisfaction, and a decrease in support costs.

In large organizations, the benefits reflected in multi-million dollar increases in revenue as well as many millions of dollars saved.

Aside from customers, you can also benefit from training your employees and contractors, which will make them a better asset for your company.

How much of an impact do training programs have? Let's see some numbers

Customer Educational Services Impact

Successful customers means accelerated adoption and expansion of your products and services, even at scale



68% use the product more
87% work more independently
12% higher renewal rate



5% = 25% to 95%
Renewal rate increment = **More Profit**
*If renewal rate is **12%** or higher,
profit increases by **60%-228%***



5 - 25x
*Cost to acquire new customer vs.
retaining an existing customer*

Not convinced? How can you tell if your company needs training?

Not convinced?

**How can you tell if your
company needs training?**



Self Evaluation Checklist

- Are your company's sales not growing?
- Are your customers not renewing contracts?
- Are new technologies introduced often, leaving you with technical debt or lack of innovation?
- Are you having low conversion rates?
- Are your current customers opening support tickets too frequently?
- Are you identifying skill gaps in your workforce?
- Are your employees showing decreased productivity, low morale, or leaving?
- Are you running into compliance issues?
- Are your employees making frequent mistakes?

If you said **yes** to one or many of these, here's what you must know!

The Importance of Training Programs

Training is one of the most misunderstood crafts in the enterprise. Many people think of training as a necessary evil or as an additional cost.

What they don't realize is that training your customers and employees has many benefits to generate additional revenue and reduce overall costs. Why?

A properly trained customer will use your platform or services to its fullest extent, expanding their use or booking additional services which makes you more money.

When your employees are properly trained, they will be more effective in their work, make less mistakes, and in general be more productive which saves you money.

However, creating training programs is usually *not easy or straightforward*.

Training is taken for granted for several reasons, which include high costs, lack of a department dedicated to creating training, inconsistent or non-standardized (ad-hoc) processes, and more.

Why Creating Training Programs is Not Easy

After many years of creating training programs, we noticed that large enterprises always face the same issues with training

- Lack of a department dedicated to creating training
- It is a slow and typically expensive process, where results can be inconsistent
- Hard to scale, especially with ILT
- Inconsistent or non-standardized (ad-hoc) processes for creating training
- Really hard to keep content up-to-date
- Dependency on voice actors
- The existence of content silos and more

That's why we developed a solution, an AI-powered platform: [Lupo.ai](https://lupo.ai)

How Did We Make Training Easy with Lupo.ai

We developed an AI-powered platform that enables companies of all sizes to create videos for their internal/external trainings, on-boarding, certification, tutorials, and more in a standardized, scalable, collaborative, multi-language, and cost-effective way.

Creating training programs is now up to 80% cheaper and videos are created on demand, at the push of a button.

Creating training now is a [standardized, collaborative, cost-effective, process, with all content centralized and videos are kept up to date.](#)

What Our Customers are Saying



Accenture

Our developers are now able to create professional videos instantly and at a low cost using Lupo.ai as a self-service platform, effectively improving our productivity and training-creation capabilities.



Vester Business

With Lupo, we create professional video trainings fast and at low cost, reducing support and in-person training hours by 70%. That's over 2000 hours a year saved servicing tickets! Amazing ROI!



Contact us at help@lupo.ai

Or schedule a call to get started

<https://calendly.com/lupoai>