

Emerging Trends in Customer Training: Is Your Organization Ready to Stay Ahead of Them?

Customer training isn't just nice to have—it's a strategic pillar that drives adoption, engagement and success. To make sure your training programs meet the needs of your customers during times of rapid change, it's important to be alert to the trends that are impacting their work.

Here are the four key trends that are reshaping the future of customer training:

Trend #1: THE RISE OF REMOTE WORK

Of workers whose jobs could be done remotely, 20% were working at home all or most of the time before the pandemic. By late 2020, that jumped to 71%.ⁱ

74%

of professionals expect remote work to continue after the pandemicⁱⁱ

TOP 3 BENEFITS OF REMOTE WORK AND LEARNING:ⁱⁱⁱ

1. More flexible schedules
2. Ability to work from anywhere
3. No travel



Trend #2: THE EVOLUTION OF CUSTOMER EXPECTATIONS

80%

of customers consider the customer experience to be as important as product or service.

66%

expect companies to understand their needs and expectations.

88%

expect companies to accelerate digital initiatives due to COVID-19.

69%

believe companies should offer new ways to access existing products and services.^{iv}

ACCORDING TO A GLOBAL SURVEY BY ACCENTURE:^v

50% of respondents are "reimagined consumers," that is, consumers who have reevaluated their priorities in life thanks to the pandemic, and make buying choices based on how they see themselves in the world.

WHAT DO REIMAGINED CONSUMERS WANT?

72% expect companies to address their changing needs during times of disruption.

50% have already switched brands due to lagging customer service.

76% want to do business with companies that operate ethically.

Consumers only want to do business with organizations they can trust to do the right thing and to be responsive to their needs



Trend #3: THE ACCELERATED PACE OF DIGITIZATION

The pandemic has accelerated the digitization of customer interactions by at least three years and the creation of virtual products and services by at least seven years.^{vi}

98%

say video is the fastest-growing customer communications channel.^{vii}

87%

agree that engaging customers digitally will be critical to their continued success.^{viii}



But digitization must be strategic. A fragmented approach can reinforce organizational silos and a fragmented customer experience.

Trend #4: THE IMPACT OF DIGITAL TRANSFORMATION

A digital transformation is a strategic, integrated reinvention of the organization's culture and operations that enables:

- Robust, real-time data analytics
- Better decision making
- A transformative customer experience^{ix}

63%

of companies say digital transformation is a top strategic priority for the next three years.^x

Transforming your organization's digital landscape can give you **game-changing** insights into your customers' needs and intentions. Equipped with this **information**, you can consistently delight your customers with exactly the right training in exactly the right ways at exactly the right times.

Ready to turn your customers into proficient power users and enthusiastic evangelists? Download your copy of [The Executive's Guide to Driving Growth with Customer Training](#) and put these trends to work for you.

ⁱ <https://www.pewresearch.org/social-trends/2020/12/09/how-the-coronavirus-outbreak-has-and-hasnt-changed-the-way-americans-work/>
ⁱⁱ <https://www.forbes.com/sites/ashiraprossack/2021/02/10/5-statistics-employers-need-to-know-about-the-remote-workforce/>
ⁱⁱⁱ <https://buffer.com/2021-state-of-remote-work/>
^{iv} <https://www.salesforce.com/resources/articles/customer-expectations/>
^v <https://www.accenture.com/ca-en/insights/strategy/reimagined-consumer-expectations>

^{vi} <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/how-covid-19-has-pushed-companies-over-the-technology-tipping-point-and-transformed-business-forever>
^{vii} <https://www.twilio.com/state-of-customer-engagement/trend-4>
^{viii} <https://www.twilio.com/state-of-customer-engagement/trend-4>
^{ix} <https://www.salesforce.com/ca/products/platform/what-is-digital-transformation/>
^x https://www.ey.com/en_ca/private/how-do-you-preserve-what-youve-built-to-thrive-in-what-comes