THOUGHT INDUSTRIES

The ROI of CUSTOMER TRAINING

Profit
(source: Bain & Company - Frederick Reichheld)

5% Renewal rate increment = 25% to 95% More profit

If renewal rate is 12% higher, then profit increases by 60-228%

Renewal Rate
(source: TSIA)

92% Trained customers

80% Untrained customers

Product Adoption
(source: TSIA)

68% trained customers use the product more

87% trained customers work more independently

Growth
(Source: McKinsey)

If a software company grows at only 20%, it has a 92% chance of ceasing to exist within a few years.

Cost

Acquiring a new customer is 5–25 *times more expensive than* Retaining an existing one

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