



How Docebo makes Wrike users 102% more active and increases conversions 3x

CASE STUDY



"Having a Docebo-powered LMS allows us to reach more customers, save time, and scale."

Chris Van Reusen,

Global Head of Customer Education, Wrike



RESULTS

Onboarding users who take a Wrike Discover course are

+102%

more engaged, with

3x

higher conversion rates compared to non-users.

All this while saving

11,247

training hours.

SOLUTION

Multi-product learning suite

- Train your customers and improve retention
- Save thousands of CSM hours
- Increase conversions with product training during onboarding

Customer

Wrike

Wrike is a collaborative work management platform designed for enterprises, used by over 20,000 companies across 140 countries.

Chris Van Reusen is the Sr. Director of Customer Education at Wrike.

Challenge

Creating a risk-free learning space for users

As Wrike's Sr. Director of Customer Education, Chris knows that customer education is the key to scaling customer success. Wrike is a collaborative platform. The more value each Wrike user gets, the better their whole team can work together.

Before Wrike had a learning management system (LMS) in place, customer success managers (CSM) spent thousands of hours in 1-on-1 training with customers. The process was tedious and often focused on basic features, which didn't provide customers the most value.

Chris also noticed that users were hesitant to explore Wrike to learn on their own: they didn't want to inadvertently mess up the team's setup. Wrike's users needed a self-serve sandbox environment to learn how to use the tool without affecting its configuration.

With the right LMS in place, users could get the support they needed to explore Wrike freely and test different features, and CSMs could focus their time on more valuable, higher-level customer consulting.



“There’s a certain amount of anxiety and reluctance to try things because people are unsure how their actions might affect others. We wanted to provide guidance to practice in their live environment in a way that makes them feel safe to experiment.”

Course Catalog

Discover new skills

Scalable training to help you do your best work.

- Learning plans**
Courses that give you the knowledge you need.
Explore →
- Certification**
Learn Wrike, practice, and get recognition.
Explore →
- Wrike courses**
Develop your skills with 15 min courses.
Explore →
- Why Discover?**
Scalable training, award-winning content, + more
Explore →
- Instructor-led trainings**
Learn from Wrike experts live or on-demand.
Explore →

Course Catalog

Product Certification

Knowledge. Practice. Recognition. Get started with Wrike product certification

- Product Mastery: Bronze**
For beginners who want to understand Wrike's core functionality and how to leverage it.
Learn More
- Product Mastery: Silver**
For beginners who manage projects and want to learn Wrike basics and how to leverage more advanced functionality.
Learn More
- Report Mastery: Bronze**
For users familiar with Wrike basics who need to create reports that provide visibility and insights.
Learn More
- Report Mastery: Silver**
For beginner or intermediate Wrike users who want to learn how to leverage Wrike Analyze.
Learn More

Having trouble deciding?
Learn More

Solution

Flexible, self-service training for Wrike's customers

With Docebo, Wrike Discover was set up to be a comprehensive, immersive learning experience for its customers.

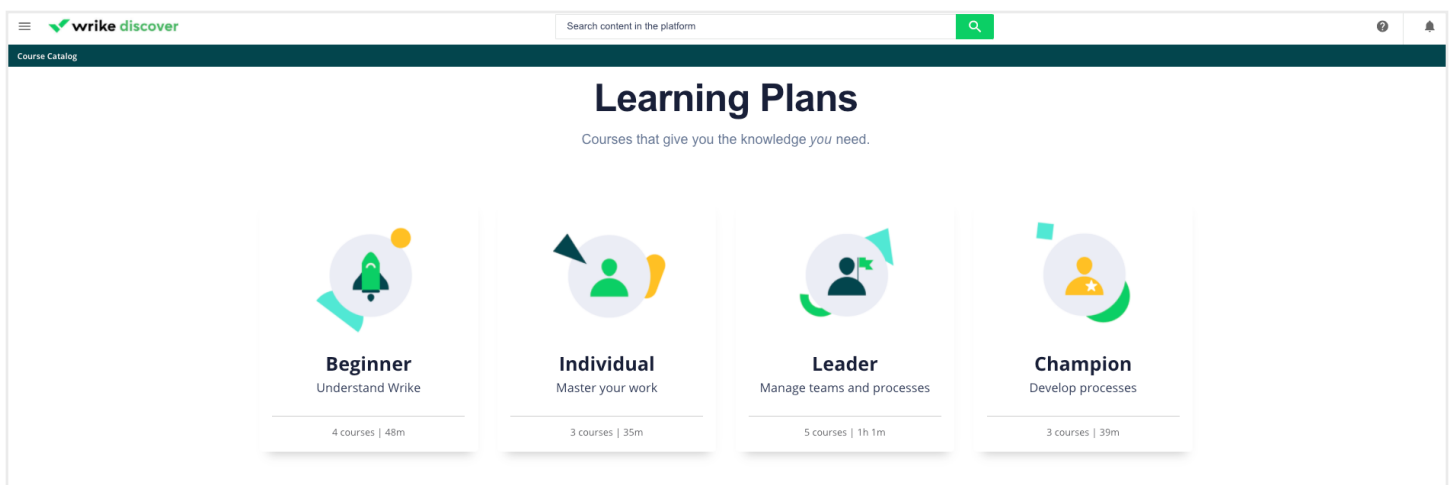
Each course combines narrative storytelling with practical exercises, so users have the hands-on experience of using Wrike in a risk-free testing environment. Wrike was also able to use custom widgets to suggest different training plans depending on each customer journey, so users can work on the courses that make the most sense for them.

Customer success managers can now use their time much more efficiently, too. They need less time to support more customers, and they can point users to Wrike Discover for more basic questions.

They can focus their time on consulting and helping customers unlock full value from Wrike's advanced features instead.



“Knowing that Wrike Discover is a risk-free environment is breaking down those walls so that users feel the freedom to try things. It allows them to use Wrike to do the best work that they can.”



Result

102% more active users, 3x conversion rates, and thousands of training hours saved

Today, Wrike Discover LMS users are 102% more active on Wrike than non-users.

And Wrike Discover (powered by Docebo) has increased conversion rates, too: pre-sales users who take courses with the LMS are 3x more likely to convert to paid users than those who don't.

Finally, customer-facing staff are saving thousands of hours on 1-on-1 training each year—a total of 11,247 training hours, or 1,406 workdays. This has freed up more time and allowed them to focus on consulting and getting customers engaged with Wrike as a product.

Everybody wins.



“Having our Docebo-powered LMS has been a very effective tool for us across several teams.”

docebo[®]

**Educate your customers with
the Docebo Learning Suite.**

Get a demo