



How switching to Docebo helped Acoustic Academy increase its customer satisfaction score by 16%

CASE STUDY



"Docebo offers lots of flexibility. When we were making our selection, we could see that no matter what kind of LMS functionality we wanted, Docebo could provide it."

Alek Oleszkiewicz,
Manager of Solution Enablement
& Customer Training, Acoustic

RESULTS

+16%
increase in CSAT

4.2
learner satisfaction score
(scale of 5)

+16,000
courses completed

+7,500
registered learners

SOLUTION

Multi-product learning suite

- Designed for enterprise companies
- Customizable learning experiences
- White label branding
- Built for global companies

Customer

Acoustic

Acoustic is an independent marketing cloud and digital experience solutions provider that offers an open, B2C, omnichannel marketing automation platform that enables exceptional customer experiences across digital channels including email, mobile, SMS, social media, and more. The Acoustic Marketing Cloud delivers over 122 billion personalized messages annually for an international client base, including Fortune 500 companies.

Alek Oleszkiewicz is Acoustic's Manager of Solution Enablement & Customer Training. He led the implementation of Acoustic Academy, an enterprise learning platform for customers, partners, and employees of Acoustic.

Challenge

Starting over with a new Learning Management System (LMS) after leaving IBM

When Acoustic formed as a standalone company after leaving IBM in 2019, the company sought to implement a new Learning Management System (LMS). The previous LMS was too basic for their current needs.

Acoustic products serve an array of business scenarios and provide a wide range of features that are simple and easy to use; however, to unlock their full potential, users benefit from training.

Without a well-designed learning system in place and a comprehensive curriculum, customer satisfaction (CSAT) with the training offered before the project started was only a 3.59 on a scale of 5.

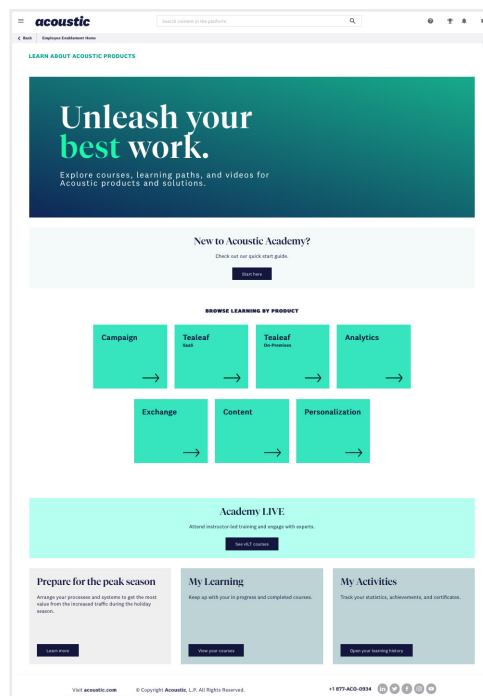
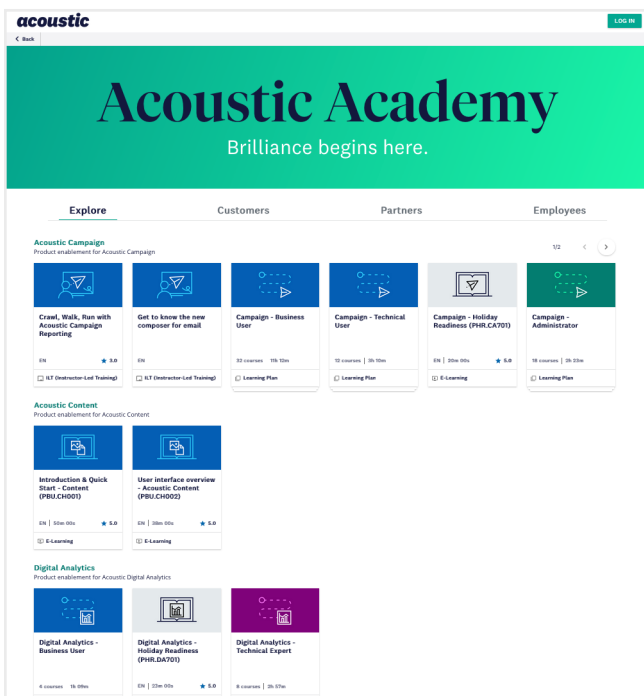
Acoustic was excited to set up an LMS aligned with its customers' needs from the ground up and aimed to reach a CSAT of at least 4 out of 5.

With the right learning suite, Acoustic could even take it one step further and design a full-service learning system that could train everyone with ties to the company, from customers to partners to employees.



“We wanted to seize this opportunity to create a great training experience that our customers would love, so they could get the most out of our products.”

Alek Oleszkiewicz,
Manager of Solution Enablement



Solution

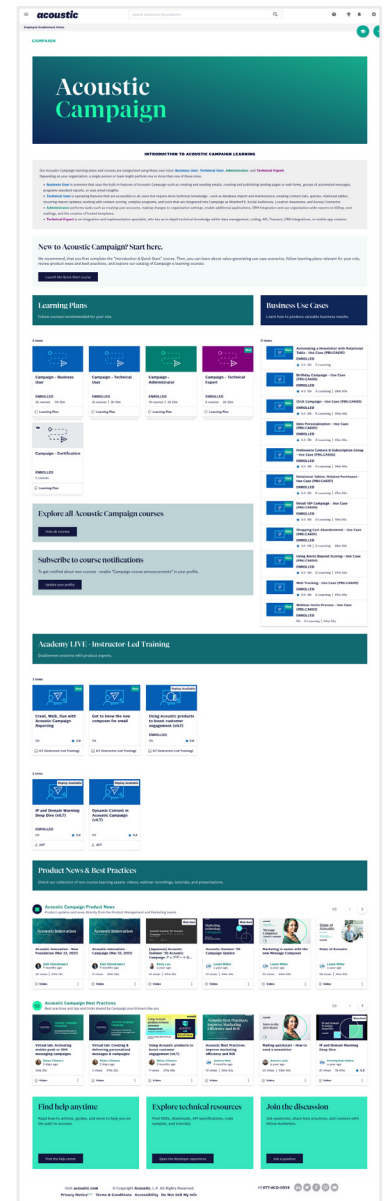
A customizable enterprise LMS with flexible features

With Docebo, Acoustic was able to create Acoustic Academy, a complete learning solution for their customers, partners, and employees.

With Docebo's enterprise capabilities, Acoustic can design each learning experience with the end-user in mind and create personalized tracks for each learner profile. The Academy Team can set permissions for content, organize courses in catalogs, and define different owners for different parts of the curriculum.

Alek Oleszkiewicz, Acoustic's Manager of Solution Enablement, particularly appreciated Docebo's extensive white-label options. Acoustic Academy's Docebo instance doesn't look like any other Docebo instance that he's seen.

In addition to creating streamlined courses for its customers, Acoustic has used Docebo to create training for staff and partners. The team has been able to speed up training in everything from information security to sales enablement to customer support and services.



“We were able to design the whole experience exactly as we wanted it to be. It’s very seamless, very easy, and very user-friendly.”

Alek Oleszkiewicz,
Manager of Solution Enablement

Result

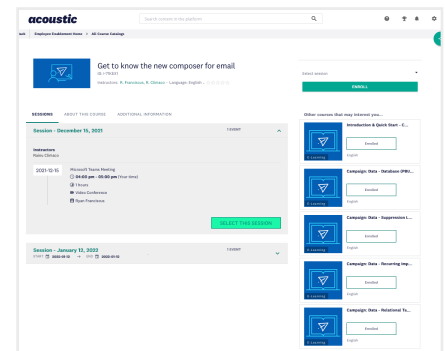
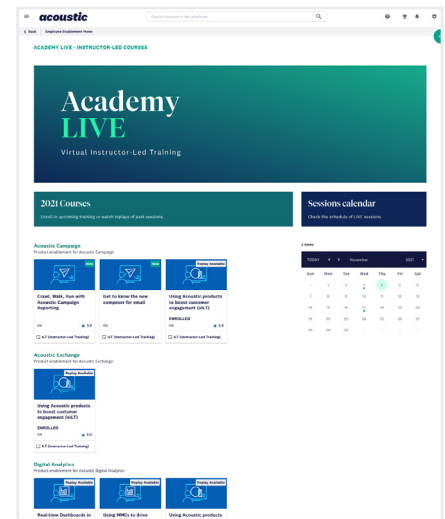
A big jump in learner satisfaction with over 7,500 registered users

Today, Acoustic Academy has over 7,500 learners using the platform. Customer satisfaction has skyrocketed, and the learner satisfaction score (CSAT) has increased over 16%, from 3.59 up to 4.2, surpassing their original goal of 4.0.

The team has seen improvement internally, too: recently, a group of new customer support staff were able to use the Acoustic Academy learning platform to master Acoustic's product and begin assisting customers within just a couple of weeks.

Alek doesn't plan to stop there: the next step is using Docebo's 40+ language and subtitle options to internationalize Acoustic Academy's content for their global audience.

He's excited for what the future of Acoustic Academy—powered by Docebo—holds.



“We want our users to be able to learn our solutions and then use that learning to benefit their organizations. Docebo has allowed us to do that.”

Alek Oleszkiewicz,
Manager of Solution Enablement

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