

The NIIT logo is a white circle containing the letters "NIIT" in a bold, black, sans-serif font. The background of the entire slide is a dark blue gradient with numerous out-of-focus light blue and white circular bokeh lights scattered across the top and middle sections. In the lower half, there are many thin, vertical, dark blue lines that resemble fiber optic cables, some of which have small, bright white or light blue dots at their tips, creating a sense of depth and technology.

**NIIT**

# **Redefining Customer Education in a Disrupted World**

## An evolving, disrupted world

As education models evolve, and companies look to migrate to new business models such as XaaS, customer education organizations need to find sustainable ways to improve customer adoption and grow education services revenue. In a disrupted world, you need a partner who can help you navigate the complex state of customer education today and elevate customer success while preserving margins and growing profitability.

“The innovator’s dilemma is twofold: (1) technology providers are being asked to transform their technology capabilities and (2) they are being asked to migrate to an operating model that appears to be much less financially appealing.”

TSIA - The State of Education Services 2022





## A Partner You can Trust

NIIT started out as a technology training and education company more than 40 years ago. Because we have our roots in technology education, it is ingrained in our DNA. We understand the importance of customer education to drive technology adoption in a world that is constantly on the lookout for the “next big thing”. Our portfolio of customer education services helps technology companies elevate customer success and learner experience while improving margins and profitability even as technology continues to transform.



## Align Training with Digital Imperatives

In a rapidly transforming digital landscape, it is critically important to align customer training with your organization's digital imperatives. Our team of customer education experts helps you develop a dedicated digital roadmap and strategy to align business goals and digital imperatives with education services. We then develop digital learning assets including a digital platform that acts as a delivery vehicle for training. Our dedicated team provides training delivery and administration as well sales support to maximize adoption. We also augment content development with domain and subject matter experts to provide more value to your customers.

## Enhance Learner Experience

With an increasingly digitally savvy customer base, organizations can no longer provide a suboptimal learner experience. That's why our team of customer education experts helps you align and review the customer's overall digital experience with education touchpoints for a seamless customer experience. By developing micro-learning nuggets to support learning in the flow of work, we increase engagement for learners who are hard pressed for time. We also utilize immersive learning, gamification and badging for an enhanced and stimulating learning experience. Our ultra-personalized Learning Experience Platform with customized learning journeys is designed to enhance customer learning experience.

## Accelerate Time to Market for Training

Now, more than ever organizations need to accelerate time to market for training. We help you uncover gaps in product perception and address them effectively through rapid training development. We believe that organizations can greatly benefit from not throwing the kitchen sink when it comes to learning content. By designing training content that is relevant to learners, you can develop and deploy content faster. It is also important to align training with professional services to build agile learning journeys that align with overall customer experience. Finally, we deliver value by designing content mapped to customer business goals such as enhanced productivity and faster time to competence.

## Maximize Adoption

The final measure of the effectiveness of any technology or product depends on the rate at which it is adopted by your customers. Our Adoption-Focused Methodology is firmly rooted in behavior change to drive your targeted business outcomes. We help your customers maximize value from learning, by investing in desired outcomes, not every exhaustive outcome. Through strategies based on the science of how people learn, we maximize learn-by-doing, and minimize teach-by-telling. With a methodology that equips learners with the skills, tools, and beliefs to transform ways of working, we focus on changing what people do, not just changing what they know.



## Improve Profitability

With subscription-based models taking precedence in a XaaS world, maintaining profitability is critical to your customer education business. As companies transition to XaaS models, we help you increase market share by servicing a broader audience worldwide. It is also important to reduce overall costs and minimize overheads. Our centralized Content Center of Excellence helps you reduce content development costs by 25%. We also improve trainer productivity by 30% by leveraging domain capability. By implementing tech administration with a tech backbone, we help you reduce logistical costs by 50%.

## Strengthen Training Operations

A successful customer education initiative needs to be backed by rock-solid operations. Through process excellence and the implementation of best practices, we help you strengthen training operation throughout the value chain. Our real-time data insights and dashboards along with water-tight SLAs increase management visibility for data-driven decision making. Through a meticulous cycle of careful demand planning and execution, we help you deliver seamless learning experiences to your customers. Our operational capability offers continuous improvement where it matters most so that your customers can maximize benefits from your products, technology, and services.



## 21.5K+

Days of worldwide training for one of the world's leading Open Source software companies covering 5,800+ events each year for over 27,000 students across approximately 80 cities in 3 continents and 7 languages.

## 100%

Volume in training supported by NIIT's onsite and remote learning administration globally in English, French, Spanish, Portuguese and German for one of the world's largest telecom companies across all portfolios for over 1 million customers and partners

## 40%

Improved Profitability for education services in nine countries across Europe including Austria, Belgium, France, Germany, Ireland, Italy, Spain, The Netherlands and UK for an American multinational technology company specializing in data storage and information security.







## 500+

VILT sessions supported every month by NIIT's 24x5 training administration support desk with multi-lingual capabilities to provide a consistent learner experience and scalability for a leading global enterprise applications company with over 350,000 customers.

## 100%

Digitalization of the Instructor-Led Training Catalog of a leading global automation company to an ultra-personalized learning platform with engaging digital content for an enhanced learner experience.

## 365%

Return on Investment in customer training over three years for a leading Open-Source software company. Customer employees certified by the company are 32% more efficient than non-certified employees.

 @niitmts

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[www.niitmts.com](http://www.niitmts.com)