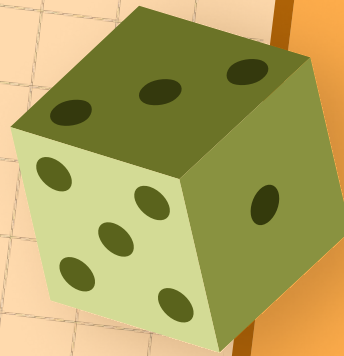


# How to Build Interactive Customer Training



LEARNING  
TRACK



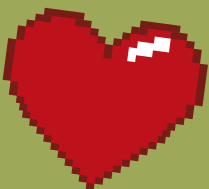
QUICK  
QUIZ



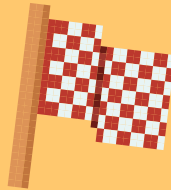
LEARNER  
FEEDBACK



USABILITY



OBJECTIVES



START  
HERE



Customer training is no longer a “nice-to-have” perk. In an increasingly competitive business world, it is a critical strategic function that directly impacts revenue, retention, and brand loyalty.

## Why Customer Training Is a Business Imperative

Think of your product as a powerful, feature-rich tool. If your customers don't know how to use it effectively, they won't achieve their desired outcomes. This leads to frustration, low adoption, and ultimately, churn. A proactive customer education program flips this script.

### KEY BENEFITS OF A CUSTOMER TRAINING PROGRAM:



**Reduce support costs:** Every customer who can find an answer in a training video or knowledge base article is one less costly ticket for your support team. This deflates the “support balloon” and allows your team to focus on complex, high-value issues.



**Increase product adoption and stickiness:** Well-trained customers use more features and get more value from your product, making it an indispensable part of their workflow and boosting retention.



**Turn customers into advocates:** A customer who feels empowered and skilled as a result of your training is more likely to leave favorable feedback, participate in case studies, and refer new business to you. They become an extension of your marketing team.



**Scale expertise efficiently:** You can't have a 1:1 expert for every customer. Training allows you to package your team's expertise and scale it to thousands of users simultaneously, ensuring a consistent and high-quality onboarding and ongoing education experience.

True customer proficiency requires active practice, not passive consumption. Interactive training through simulations and scenarios moves users beyond simply watching to confidently doing.

By making training an active process, you don't just tell customers what your product does; you guide them as they prove to themselves that they can use it successfully.

This guide will walk you through how to build this program using modern learning tools.

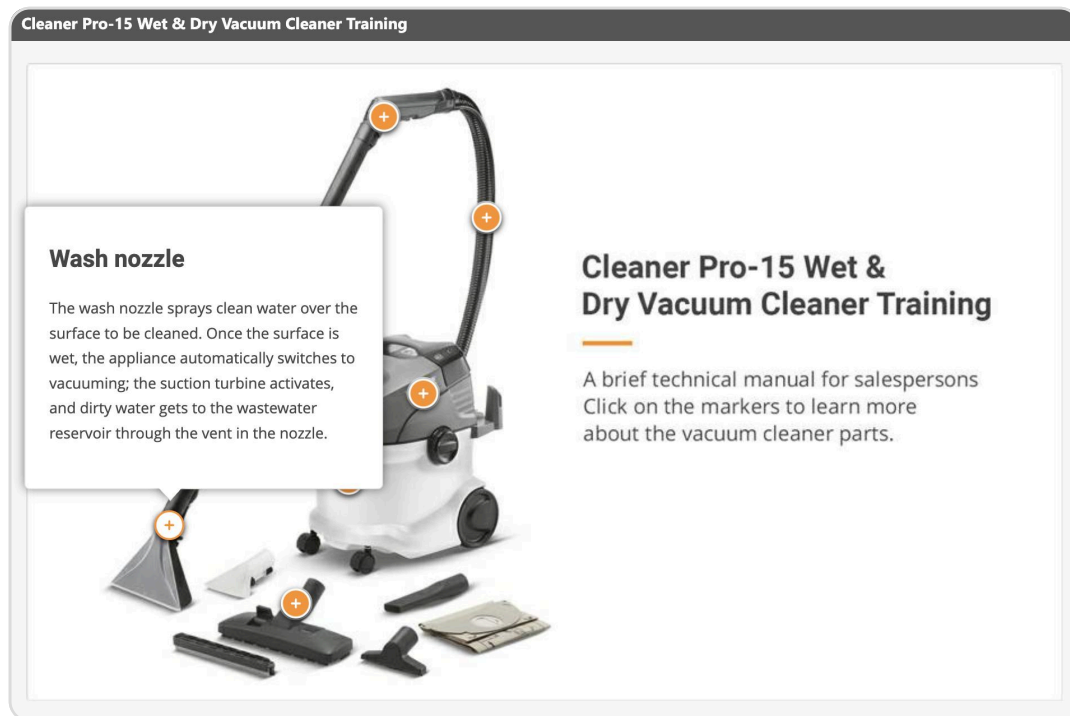
## PRINCIPLES OF INTERACTIVE CUSTOMER TRAINING

In designing interactive training, follow some tried-and-true instructional design and eLearning best practices.

- **Define clear, measurable learning objectives** linked to customer success metrics (e.g., “After this module, the customer will be able to create a new integration,” or “After this module, the customer will be able to resolve a support ticket via workflow X”).
- **Chunk content into manageable segments** (microlearning) with a mix of content, practice, and feedback.
- **Use realistic scenarios and decision points** rather than abstract presentations. Let the learner “fail safely” and explore paths.
- **Embed frequent knowledge checks** (not just at the end) so learners reflect and self-assess.
- **Ensure usability, accessibility, and responsiveness** (mobile support, clear navigation, accessible UI) so learners won't struggle just to access the training.
- **Iterate based on learner feedback and data:** monitor where learners stall, drop off, or make common errors, then refine.
- **Support localization/translation from the start:** structure content so text, media, and UI labels can be translated without redesigning flows.

As an example, iSpring offers a number of interactive demo courses to illustrate what's possible.

### Wet and Dry Vacuum Cleaner Training



You can explore many others in the [demo gallery](#).

## Designing Interactive Courses in iSpring Suite

This is an overview of the key features you can use to make your training effective.



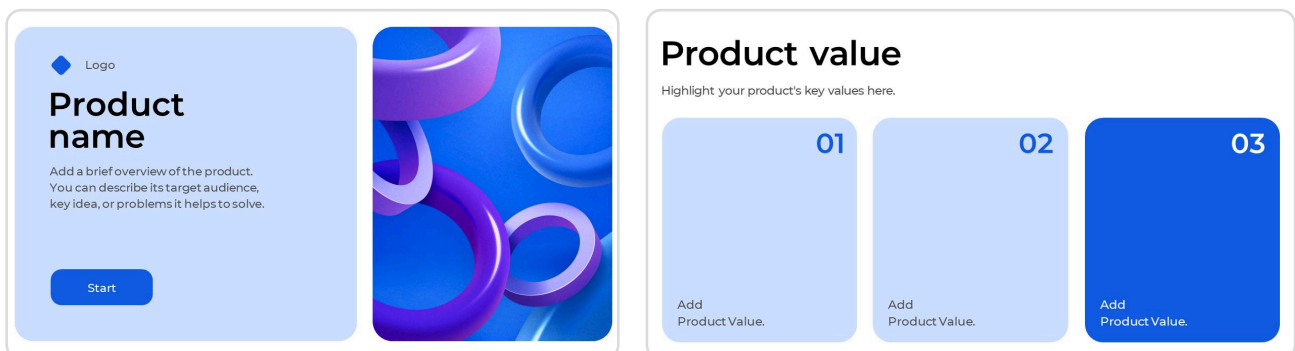
## KEY CAPABILITIES OF ISPRING SUITE

iSpring Suite is an authoring toolkit that lets you build interactive eLearning courses with the help of a built-in AI assistant, all within the familiar PowerPoint interface.

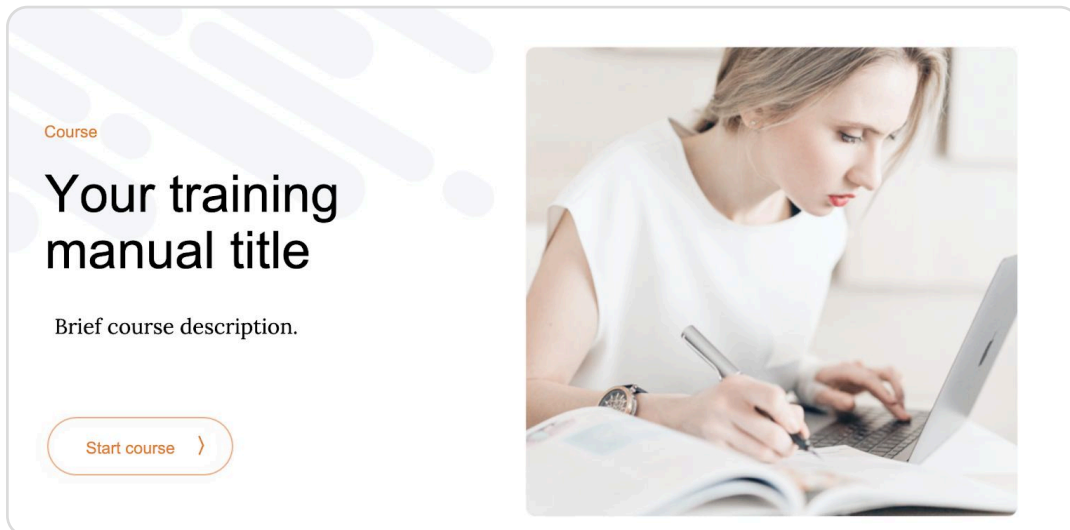
Here are some of its features:

- Dialogue/conversation simulators:** simulate customer dialogues or decision-making conversations.
- Branching and conditional navigation:** let the learner's path diverge based on the choices they make.
- Screen recording and video narration:** capture product workflows, software demos, and voiceovers; synchronize with slides.
- Quizzes and assessments:** multiple question types (multiple-choice, drag-and-drop, matching, hotspot, etc.) are included.
- Interactions:** clickable hotspots, tabs, accordion panels, sliders, clickable images, and layers are available.
- Responsive/mobile support:** content adapts to different screen sizes.
- Localization/translations support:** you can export text elements to translation files, translate, and re-import and maintain multiple language versions.

iSpring's Content Library includes thousands of visuals for your courses, including templates for customer training.

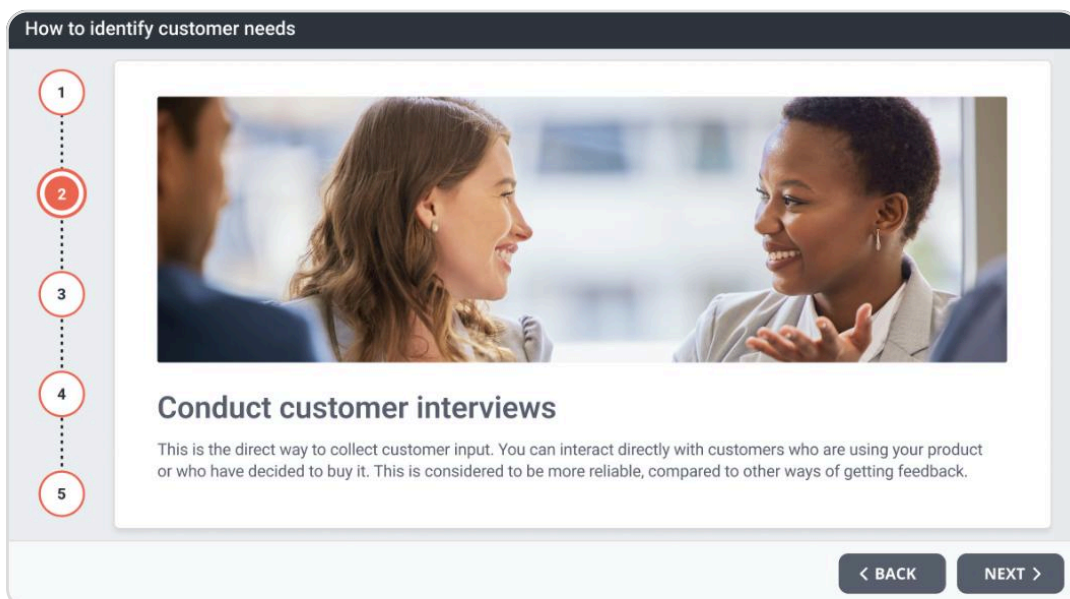


These features enable you to transform a standard slide deck into an interactive, branching, media-rich experience.



## Examples of Using iSpring Suite's Features in Customer Training

The following examples illustrate how iSpring Suite's features can be turned into a practical solution that makes customer training more engaging, memorable, and effective.

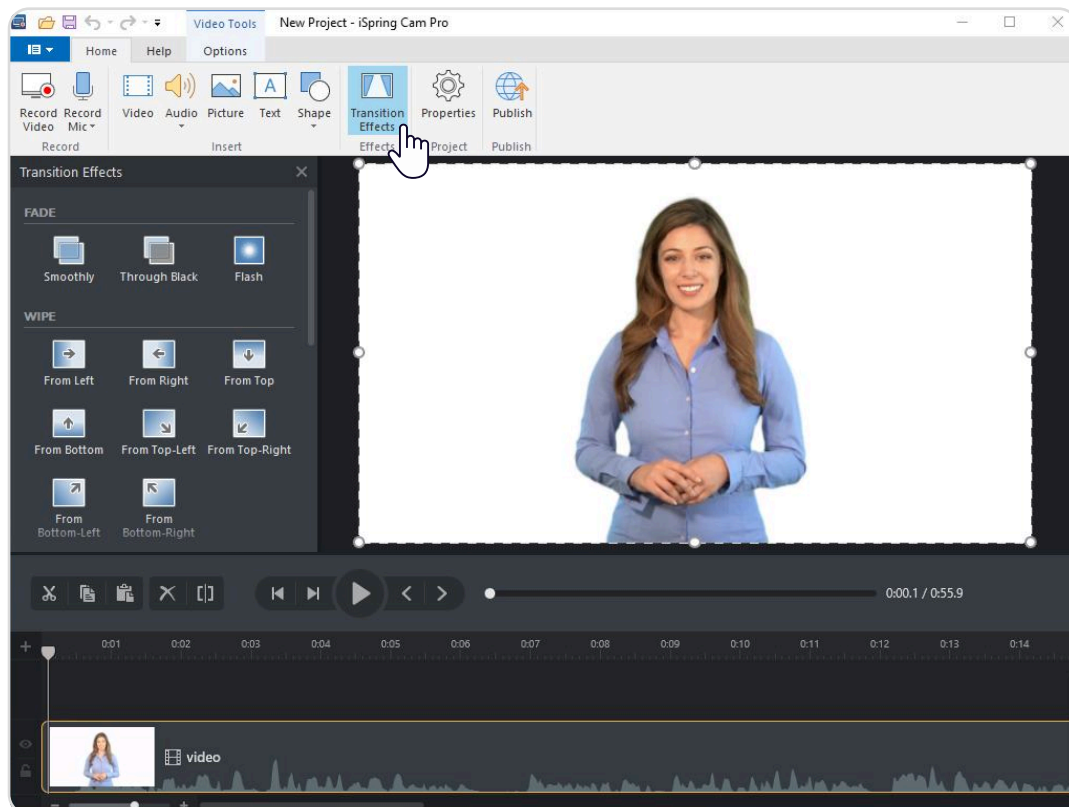


## INTERACTIVE BLOCKS: TABS, HOTSPOTS, TIMELINES

- ◆ **Example:** A medical device manufacturer introduces a new product. Learners can click on hotspots on the image of the device to see explanations of each button or part. A timeline block walks them through the product setup process step by step.
- ◆ **Benefit:** Customers explore at their own pace, making technical information easier to digest.

## MULTIMEDIA INTEGRATION

- ◆ **Example:** A consumer electronics brand releases training on using a smart vacuum cleaner. The course includes:
  - A short intro video from the product manager.
  - 3D images of the product with clickable hotspots.
  - Quiz questions after each section.
- ◆ **Benefit:** Engages multiple senses and keeps learners interested.



## BRANCHING SCENARIOS

- ◆ **Example:** An eCommerce platform explains how to set up a storefront. Customers indicate what type of business they run (clothing, electronics, handmade goods). Based on the selection, the course branches into tailored workflows relevant to that business type.
- ◆ **Benefit:** Makes training more relevant and saves customers time.

## QUIZZES AND KNOWLEDGE CHECKS

- ◆ **Example:** A software company teaches customers how to use its analytics dashboard. After a short tutorial video, a drag-and-drop quiz asks the learner to place report elements (charts, filters, KPIs) in the correct part of the interface.
- ◆ **Benefit:** Reinforces correct usage and ensures that customers can navigate the product confidently.

**Brian H.**

Senior Director, Support Center U.S. & Compliance  
Enterprise (> 1000 emp.)

7/11/2025



### "iSpring Suite Review"

★★★★★ 4.5/5

#### What do you like best about iSpring Suite?

iSpring Suite gave me the ability to make better training materials for my team. Having the ability to generate quizzes at the end of training to ensure the team understands the material has been a great help, versus just reading material and closing out. Knowing they will be tested on the material resulted in better attention to the source material.

**María Esther R.**

Socia de consultoría  
Small-Business (50 or fewer emp.)

5/28/2025



### "iSpring Suite: intuitive, agile, complete, and with ample room for individual creativity."

★★★★★ 5/5

#### What do you like best about iSpring Suite?

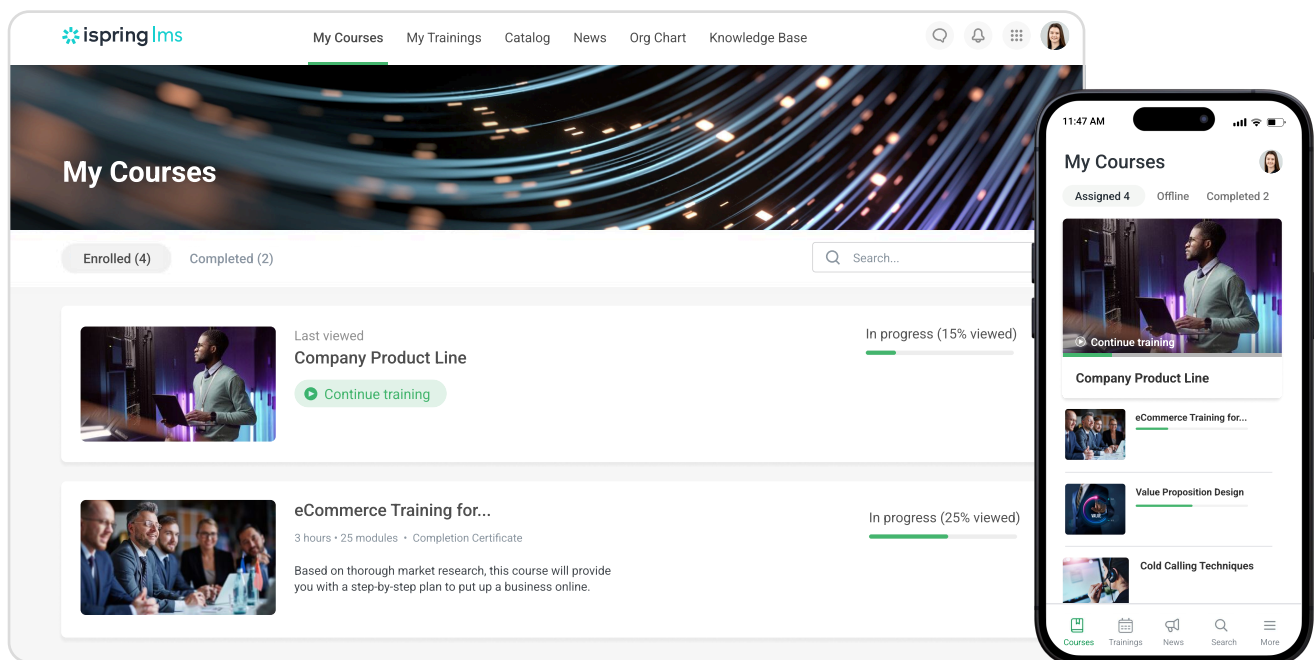
What I like most about iSpring Suite is that it streamlines design with preloaded resources and interactions, while at the same time not limiting the instructional designer's creativity by allowing the integration of custom interactions beyond the available catalog; achieving a professional and attractive result thanks to all the resources included in its collections.

# Setting Up Training in iSpring LMS

Once your interactive course is built and tested in iSpring Suite, the next step is to deliver it effectively to your customers.

iSpring LMS provides an intuitive hub for publishing, organizing, and managing your courses. It also allows you to fully customize the interface to match your brand. This way, customers learn in a familiar professional environment that keeps them engaged.

Because iSpring Suite and iSpring LMS are tightly integrated, you can publish courses directly to the LMS with just a few clicks, preserving all interactive elements, quizzes, and tracking data.

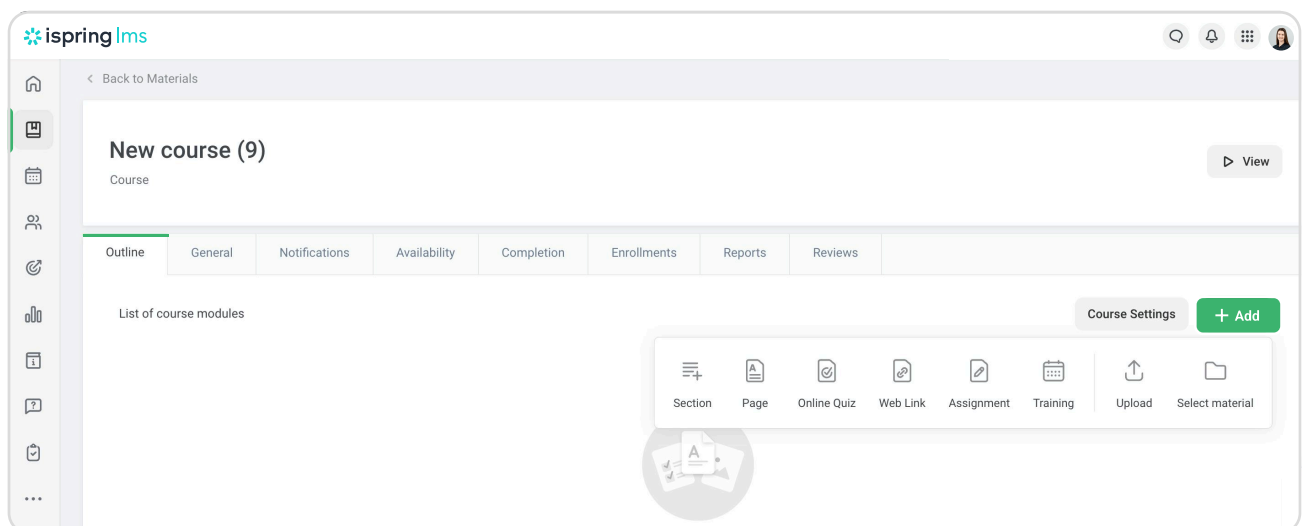


Here's how to set it up:

## STEP 1. UPLOAD COURSES

You can publish your course directly from iSpring Suite to iSpring LMS. This eliminates the need to manually export SCORM or xAPI files.

If you already have courses created in other tools, you can also upload them as standard SCORM or HTML5 packages.



## STEP 2. ORGANIZE TRAINING PROGRAMS

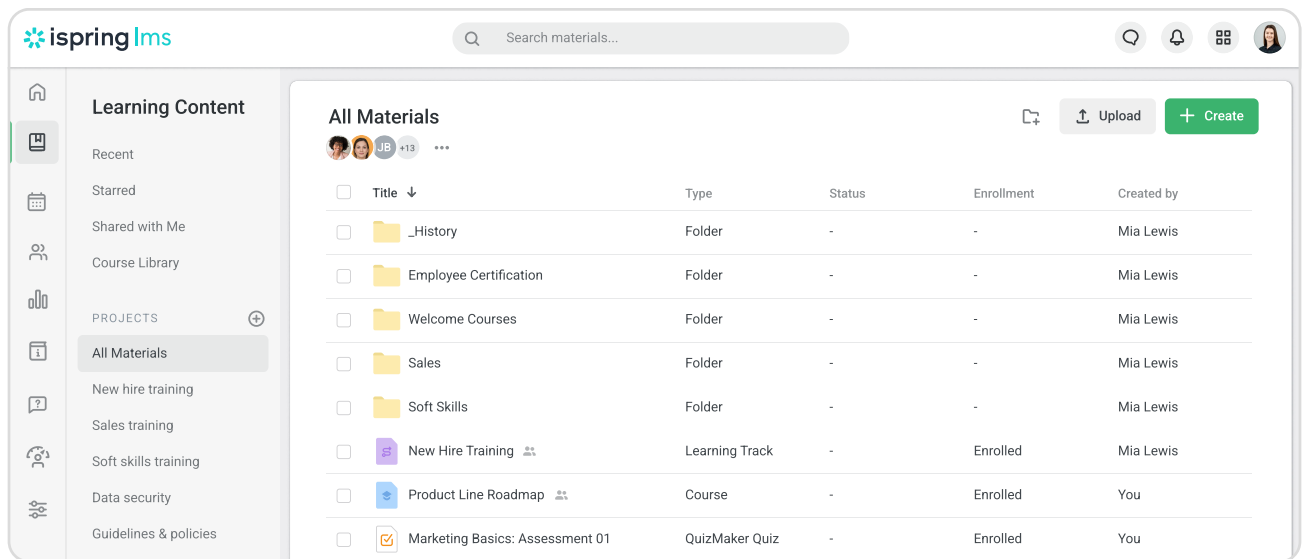
Structure your learning content into logical tracks or learning paths.

For example:

- **Getting started:** basic product overview and account setup
- **Advanced features:** deeper functionality or integrations
- **Troubleshooting:** common issues and how to resolve them

Grouping modules this way helps customers follow a clear learning journey and gradually build their product expertise.





**Learning Content**

Recent

Starred

Shared with Me

Course Library

PROJECTS

**All Materials**

New hire training

Sales training

Soft skills training

Data security

Guidelines & policies

**All Materials**

Search materials...

Upload Create

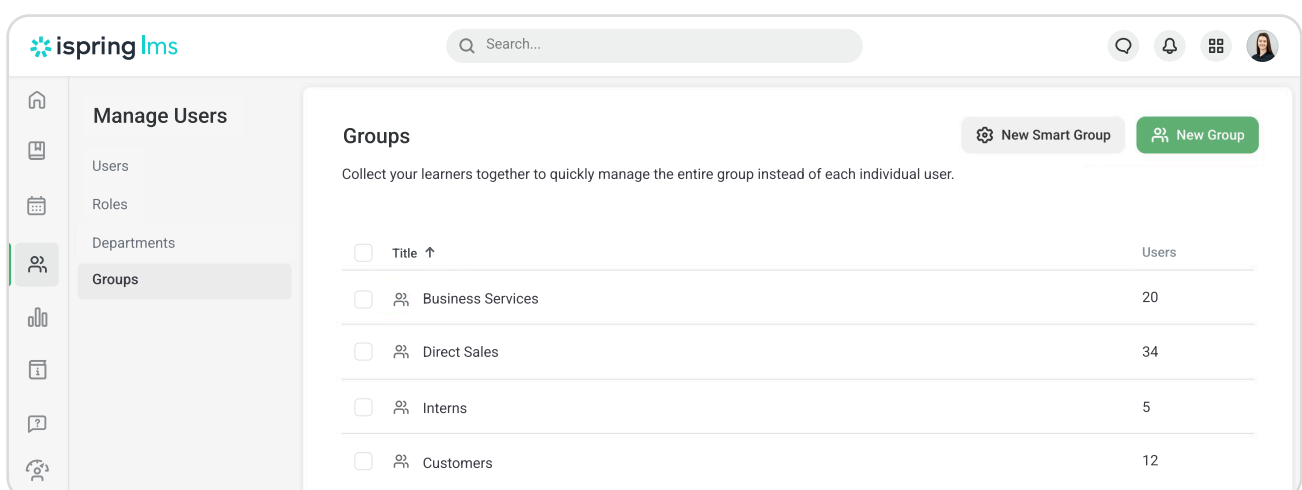
Title ↓	Type	Status	Enrollment	Created by
History	Folder	-	-	Mia Lewis
Employee Certification	Folder	-	-	Mia Lewis
Welcome Courses	Folder	-	-	Mia Lewis
Sales	Folder	-	-	Mia Lewis
Soft Skills	Folder	-	-	Mia Lewis
New Hire Training	Learning Track	-	Enrolled	Mia Lewis
Product Line Roadmap	Course	-	Enrolled	You
Marketing Basics: Assessment 01	QuizMaker Quiz	-	Enrolled	You



## STEP 3. ASSIGN LEARNERS

Add customers individually or organize them into groups (e.g., by company, department, or region). You can also allow self-registration through a portal, providing learners with direct access without manual enrollment.

Each group can be assigned a specific set of courses or language versions, ensuring personalized learning.



**Manage Users**

Users

Roles

Departments

**Groups**

**Groups**

Search...

New Smart Group New Group

Collect your learners together to quickly manage the entire group instead of each individual user.

Title ↑	Users
Business Services	20
Direct Sales	34
Interns	5
Customers	12



## STEP 4. TRACK PROGRESS AND RESULTS

iSpring LMS automatically collects learning data, allowing you to monitor:

- Course completions and progress
- Quiz and assessment scores
- Time spent on each module
- Participation trends over time

You can view reports on the LMS dashboard or export them for analysis. These insights help you identify knowledge gaps, evaluate course effectiveness, and optimize future training.

**ispring lms**

← Learner Progress

Add Filter | Enrollment type: All | Learning Item Name: All | Start Date: Last 90 days | Export | | |

**Trained** 65.3% | **Passed** 213 | **Failed** 28 | **In Progress** 28 | **Not Started** 171 | **Overdue** 18

Learners selected: 1

[Learner Results](#) | [Learner's Enrollment History](#) | [Edit User](#) | ...

<input type="checkbox"/>	Full Name ↑	Department	Trained ↓	Enrollments	Completed	In Progress
<input checked="" type="checkbox"/>	Robert Lamb	Training Center	92.4%	27	26	1
<input type="checkbox"/>	Michelle Norman	Education	85.5%	26	24	2
<input type="checkbox"/>	Alisha Mills	Sales	84.2%	24	22	2
<input type="checkbox"/>	Kristina Hunt	Logistics	81.7%	23	24	1
<input type="checkbox"/>	Owen Manning	Marketing	75.2%	28	22	2
<input type="checkbox"/>	Chris Smith	Sales	74.3%	20	15	2
<input type="checkbox"/>	John Brown	Tech Support	73.6%	15	10	1



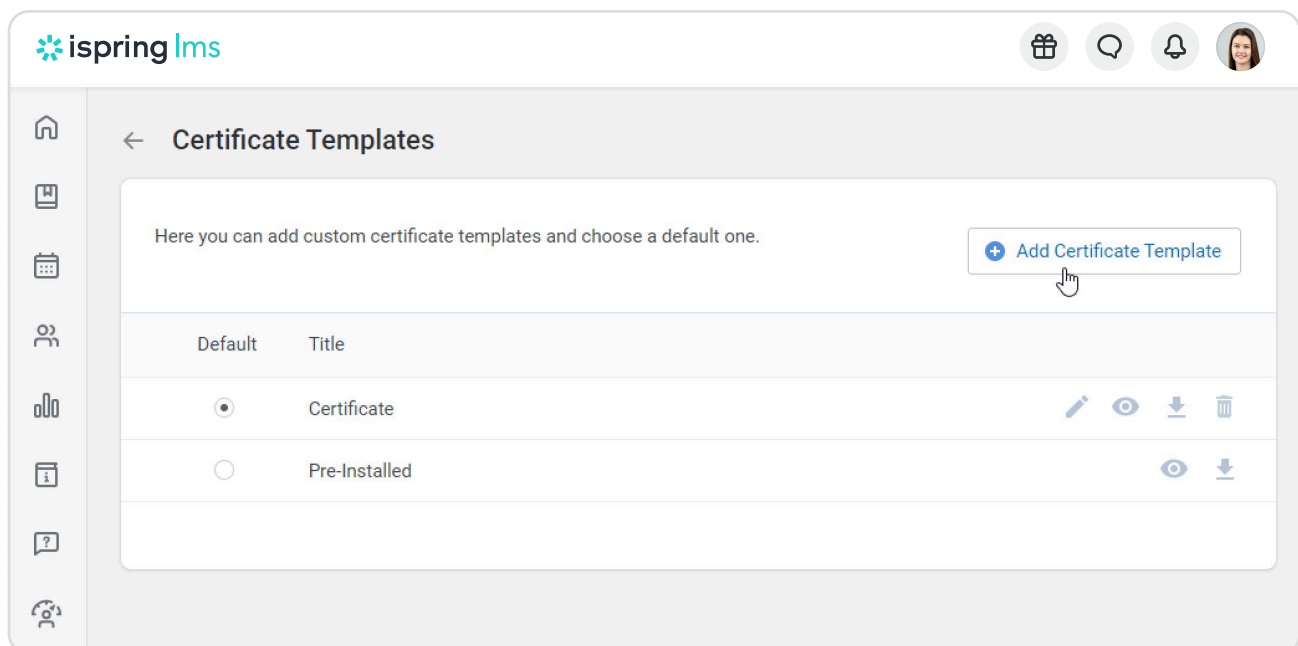
## STEP 5. SUPPORT MULTILINGUAL TRAINING

If your courses were localized in iSpring Suite, you can upload each version and assign it to relevant learner groups based on their language preference or region. This will ensure that every customer gets a seamless, culturally adapted learning experience.



## STEP 6. MOTIVATE LEARNERS WITH CERTIFICATES

To celebrate achievement and encourage completion, you can issue automated certificates branded with your company's logo and design. Certificates can include custom fields such as learner name, course title, and completion date.





## STEP 7. AUTOMATE COMMUNICATION AND NOTIFICATIONS

Use built-in automation to send:

- Welcome emails for new learners.
- Reminders of upcoming deadlines.
- Notifications about new courses or updates.

This keeps customers informed and engaged without requiring manual follow-up.

## Your Strategic Advantage

A well-executed customer training program redefines your relationship with your customers. It elevates you from being a vendor they pay to a partner they trust.

By combining iSpring Suite for course creation and iSpring LMS for delivery, you create a complete ecosystem for customer education – one that's interactive, scalable, and easy to manage. The result is a professional learning experience that helps customers adopt your product faster and get measurable value from it.

BOOK A LIVE DEMO

A pixelated banner with a red background and a black border. The text "BOOK A LIVE DEMO" is written in a white, pixelated font. The banner is set against a background of a pixelated landscape with green hills and a yellow sky filled with gold coins and stars.

# Welcome to the iSpring Community!

Feel free to join and become a valuable part of a community of instructional designers and eLearning professionals who are taking training to the next level with iSpring.

## **iSpring Learning Exchange** →

Connect with others in your field, ask questions, share your own expertise, and take part in discussions.

## **Blog** →

Explore the exciting world of eLearning together with our helpful articles and how-tos.

## **Webinars** →

Get eLearning tips and tricks from top-notch industry experts.

## **Guides** →

Get step-by-step directions on how to create and launch eLearning.

## **YouTube** →

Enjoy weekly eLearning videos and don't forget to subscribe.