



SPS Commerce is a leading provider of cloud-based, supply chain software services for suppliers, retailers, third-party logistics providers, and partners. By partnering with Northpass, SPS Commerce was able to retain more customers by equipping them with the information they needed to be successful on the SPS platform.

**30% More
Customers
Retained**

Challenge

SPS's top line growth was slowing down and key customers were turning over. They found training to be an essential part of the customer journey, but their support center wasn't equipped to personalize the training process and materials for each customer's unique needs. This lack of flexibility made it difficult for SPS to retain key customers and expand their footprint.

Solution

Northpass enabled SPS to create a fully branded online learning center that allowed them to deliver custom, diverse, and engaging training materials. Northpass gave SPS the tools needed to design materials creatively and make them accessible across the globe, all while presenting them within a simple and intuitive learning interface.

Northpass provided SPS with:

- **Contextual Learning**

When it comes to course access, Northpass helps companies meet learners where they are, with the content tailored to their use case. Course structures are adaptable and can be grouped and accessed by designated learners. With Northpass' API, SPS was able to easily segment and enroll users at scale while ensuring only applicable courses were accessible. This flexibility allowed SPS to create a more personalized learning experience, leading to better engagement.

- **Learner-Friendly Interface**

Northpass is highly focused on delivering an exceptional learner experience (LX). By providing a modern and intuitive user interface, learners are able to transition from accessing the SPS Training Center to engaging with the content seamlessly. For SPS, it was important that learners were engaged while navigating through the learning experience but entailed as few steps as possible, so UI efficiency was critical.

- **Training Expertise**

Northpass is more than just a platform. Collectively, our team provides comprehensive product expertise, deep experience in the SaaS and technology fields, and extensive knowledge around training techniques and best practices. Northpass' dedication to customer success gave SPS peace of mind that its LMS provider would always be aligned with its program's needs.

Results

By using Northpass, SPS was able to start retaining more of its key customers and continue growing. Creating a complete learning experience with full control over content creation and delivery allowed SPS to increase customer retention by 30% in just one year.

- **Improved Engagement and Adoption**

Over the first year, SPS enrolled 26,000 learners into its "Training Center" and saw substantial engagement from the learners who accessed the content, allowing them to drive more customer adoption and product usage.

- **Reduced Support Calls**

SPS sees each engagement with its "Training Center" as a support call that's been avoided. This perception is based on the premise that as they train and educate customers, customers become more knowledgeable and find greater value in the platform and, in turn, become more self-sufficient in using the product.

- **Increased Operational Efficiencies**

From an operational standpoint, Northpass makes designing content fast and easy -- with no requirements of design or e-learning expertise. Since Northpass enables the team to design course activity templates for reuse, SPS saved a tremendous amount of time creating and setting up their courses.

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As a next-generation LMS, Northpass has equipped us with the necessary technology to train and engage with our customers in a meaningful way. As a result, we were able to advance our customer relationships and improve the way we interact with them.

– Beth Jacob, Chief Customer Success Officer, SPS

Need to retain more customers while creating flexibility like SPS?

Schedule a meeting with one of our experts to learn how Northpass can help you accomplish your online learning goals.

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