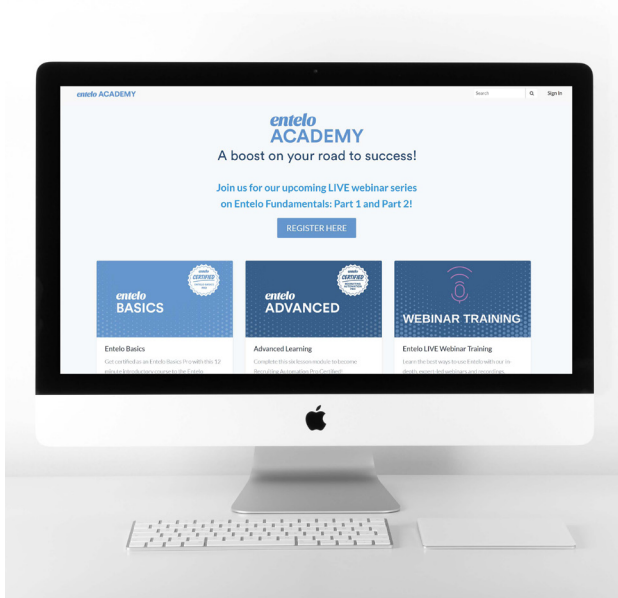# Entelo increases customer retention by 95% and improves NPS by 200% with Skilljar

Entelo uses a series of live and recorded webinars to teach customers how to use their recruitment software.

CHALLENGE

As a leader in recruiting automation, Entelo strives to eliminate the inefficiencies related to sourcing job candidates and empower recruiters to better find and engage top talent. **Andre Boulais, VP of Customer Success**, along with Karlee Sapp, Content Creator/Course Developer, needed to educate their users on how their streamlined talent sourcing workflows could free recruiters from administrative tasks and transform them into strategic business partners.

Their goals included: **increase product adoption, improve retention, and improve customer satisfaction** (as measured by Net Promoter Score - NPS).

INDUSTRY
Recruiting Technology

EMPLOYEES
50+

HEADQUARTERS
San Francisco, CA

WEBSITE
www.entelo.com

TRAINING PORTAL
Entelo Academy
Powered by Skilljar

TOP METRICS
- Increased retention by 95% vs. year ago
- Improved Net Promoter Score by 200%

ABOUT ENTELO
As a recognized industry leader in diversity recruiting technology, Entelo's machine learning and algorithms allow for the deepest insight into underrepresented talent for Fortune 500 and leading technology companies.

"The most powerful software in the world is nothing without the adoption of its users. Skilljar's delivery team is exceptional in the way they support us and share best practices. We would not have been able to have this level of success without the Skilljar partnership." -- Andre Boulais

SOLUTION

In order to bring a great Customer Experience to their software users, Entelo needed to partner with a team that would ensure a greater customer experience for them. Andre and Karlee turned to Skilljar as a true partner to help differentiate them in the market and improve client satisfaction during one of the industry's most turbulent times.

Skilljar enabled Entelo to offer a wide array of strategic training modules which allowed their customers to define their journey and achieve success with the Entelo platform.

Using the Skilljar customer LMS, Entelo was able to showcase several new offerings, including a Diversity & Inclusion Workshop, which lead to a higher level of engagement in the overall learning platform.

RESULTS

With Skilljar as their LMS provider, Entelo was able to:

- **Increase retention rates** consistently over the past four quarters
- **Realize a 95% increase in retention** for Q1 2021, compared to the same quarter a year ago
- **Achieve the highest customer retention rate** in the company's 10-year history
- **Increase their average NPS score by 200%** taking it from "Good" to 'World Class"

Advice to First-time or Upgrading LMS Seekers:

Throughout her career, Karlee Sapp has worked with a number of education platforms including Thinkific, Salesforce Knowledge Base, and others, as well as her own manual systems for PDF/guide development and distribution.

Here's why Karlee prefers Skilljar:

"When I think back on my early career, it would have been beneficial to have a platform like Skilljar to **create customized content to select customers as well as general information for everyone,** as we do with Entelo Academy today.

"Skilljar's interface helps us **save time creating content,** so we can focus more on the quality and amount of content we're offering.

"Receiving end-of-month course analytics from Skilljar **saves me time running my own reports;** I just create a slide or two, based on the summary email Skilljar provides, to share with my team."

> ❝ I value our meetings with our Customer Success Manager (CSM) because she has opened my eyes to features that are extremely helpful. Add to that the responsiveness of the support team, and I truly appreciate the customer experience Skilljar offers.
>
> *- Karlee Sapp*

If you are a Skilljar customer and have a success story to share, email us at stories@skilljar.com.

Not a customer yet? Request a demo.

skilljar

Customer training made simple → **Request a Demo**