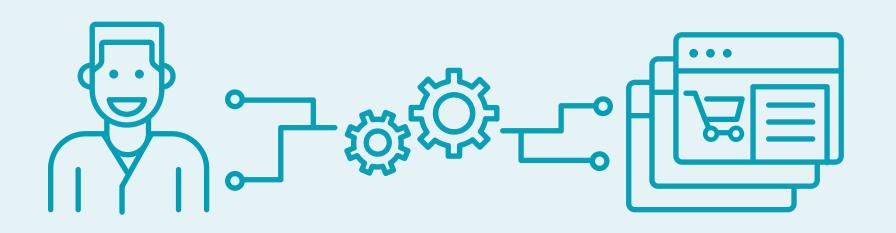# Shopify's Monthly Learners Usage Increases by 491%

INTRODUCTION

Shopify is a leading eCommerce platform built to provide independent business owners with the tools needed to build, organize and manage an online store. Since its inception, its products grew to include selling on social media and even in person. Shopify's tools are intuitive and easy to use, making it the go-to platform for over 1,700,000 businesses worldwide.

Shopify's platform has many features and options to customize each individual shop. The team needed to ensure their customers had the necessary knowledge to build and manage their Shopify stores. The team at Shopify understood that by **educating their customers in a fun and manageable way, they could increase retention and loyalty** to their product. Shopify realized that those businesses, and the people using its tools, needed more guidance to master the ins and outs of its platform.

They needed a holistic learning management system (LMS) to help them achieve their goals. **What Shopify needed was Northpass.**

THE CHALLENGE

Shopify gives their customers a code-free and simple tool to sell their goods online. As Shopify grew, so did its platform. Quickly, Shopify customers had an array of options and tools to control every aspect of their shop — online and offline. More is better, but customers were now interacting with a vast platform and set of tools they weren't exactly comfortable using.

Although it's a do-it-yourself platform, customers weren't always confident in their skills to build and manage shops independently.

The fact is, these business owners don't have a lot of time to self-educate about the tools they're using to run their business — including the ins and outs of their online shop. Therefore, **Shopify's customers weren't maximizing the full potential of the platform and its offerings**. As a result, Shopify noticed a gradual decline in growth and customer retention.

The company knew it needed to do something quickly to deepen its connection with customers and help them succeed. The solution? A customer academy.

To reverse this trend, the Shopify team knew it needed **a better way to educate its customers.** Here's the catch: Not only would their customer academy need to include courses related to the Shopify platform, it also needed to cover many other areas of running a business (e.g., Marketing, logistics, taxes, etc.).

Shopify was looking for a platform it could stand up quickly and be so user-friendly that its customers wouldn't need a ton of hand-holding to get value.

So, how did Northpass help?

THE SOLUTION

Northpass provided Shopify with a modern and captivating approach to customer education — an LMS to build a connection with customers that extends beyond an eCommerce tool.

Using Northpass, Shopify created an engaging, scalable and frictionless learning experience that empowers its customers to build more successful businesses online. The entirely white-labeled academy helps merchants derive more value from Shopify's core product, which has led to better retention and increased customer lifetime value (LTV).

What did Shopify get?

A Learner-friendly Interface

Shopify wanted customers to increase their knowledge of the Shopify platform without having to contact Shopify customer service. They wanted customers to access educational content quickly and effortlessly search for, and find, suitable courses. Shopify was looking for an LMS to create meaningful experiences to help drive product retention.

That meant a solution to **make learning simple and intuitive** for their customers.

Shopify's academy is as user-friendly as it gets. Northpass was able to deliver a fully customized experience. It offers Shopify customers a clean, simple layout in a fully branded environment. The workflows are intuitive, making it easy for learners to find answers to their questions and the issues they faced.

Powerful Features

It's not always easy to create engaging learning content. But Northpass makes it easy. Shopify leverages several of Northpass' **native features like quizzes, learning paths and media libraries.** They made each course fun, engaging — keeping customers moving through the content and coming back for more.

Shopify also utilizes Northpass developer tools (APIs, webhooks, etc.) and native analytics capabilities, enabling the academy to share learner data to improve learning experiences.

Industry Expertise

As an LMS, Northpass recognizes the importance of ensuring customers fully understand your platform. Shopify took advantage of Northpass' Support team who provided comprehensive product expertise, deep experience in the Software-as-a-Service (SaaS) and technology fields, as well as extensive knowledge around training techniques and best practices.

Through Northpass, Shopfiy set up **a robust learning experience for their customers that solved significant issues**. And that was just the beginning.

Northpass provides all of the robust front-end customization and options you would expect from a modern SaaS platform.

– Chris Willians, Partner Accelerator

THE RESULTS

Shopify continues to help the company cultivate more meaningful and profitable relationships with its customers.

1 **Knowledge Retention**

The Shopify team knew that increasing the depth of their customer education was the golden ticket to removing many of their roadblocks. Shopify has delivered over **230** courses to **750,000+** learners, leading to faster growth, greater product adoption and improved customer retention.

230 courses to 750k+ learners
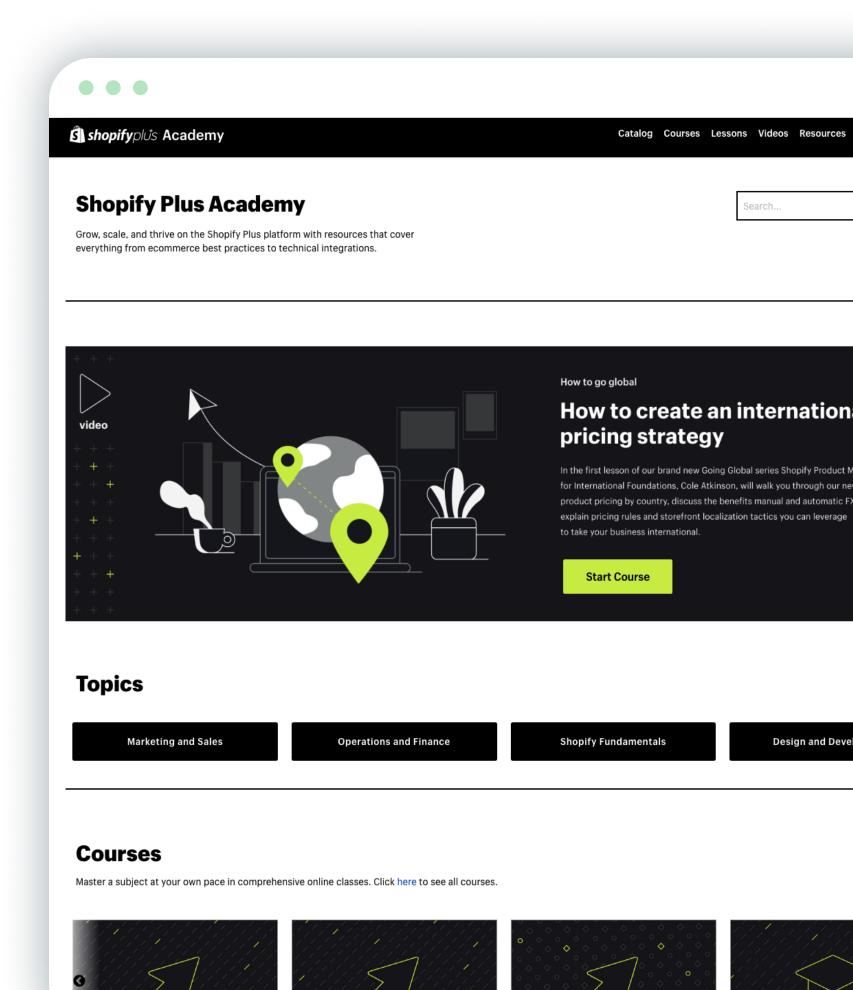
2 **Learner Engagement**

Shopify focused on getting more customers engaging with their academy. The ease of Northpass' usability meant that the Shopify team could direct customers to their academy to find solutions to their issues with confidence. Shopify's monthly learner usage grew by **491%** since working with Northpass.

491%
INCREASE

in monthly academy usage

3 **Scalability**

The success of Shopify's initial academy led them to add more courses and expand their online training as a whole. Shopify expanded into **4 individual academies**, tailored to different audiences, all powered by Northpass.

shopify*plus* Academy

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