

CASE STUDY

Visma: Transforming customer success through strategic learning



"We chose Docebo not just for its scale, but for its openness . . . we could deeply integrate Docebo into our other core systems, making learning a seamless part of our digital ecosystem, not a separate destination."

Vegard Øfstaas,
Digital Product Owner, Visma



Results

50 +

partners now receive proactive learning content

+29%

increase in engagement (MoM)

13,526

hours of partner and customer learning in a single month

Solution

The highlights:

- Seamless integration with existing systems through powerful APIs
- Boosted customer loyalty through an enhanced, satisfaction-driven experience

Visma

Visma Software Nordic is a leading provider of mission-critical software solutions across the Nordic countries. With a portfolio serving businesses and organizations throughout the region, Visma recognises that their responsibility extends far beyond delivering quality code—they need to ensure customer success at every touchpoint.

Challenge

From functional to strategic

Despite having the right vision, Visma's learning platform was holding them back. A lack of reporting and analytics made it difficult to assess their learning performance and discern what was working and what needed improvement. And without a full picture, building a well-informed strategy is impossible.

The challenges were multifaceted:

- **Scalability barriers** held learning back as the business grew
- **Limited customer and partner reach** meant key audiences couldn't access the learning they needed
- **Administrative overhead** consumed valuable resources
- **Non-functional reporting** meant there was zero visibility into learning effectiveness and business impact

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“The system we had was difficult to scale, it couldn't effectively reach our customers and . . . it created a significant administrative burden. We had zero visibility into the real business impact of our learning ”

Solution

Building the Visma Learning Universe

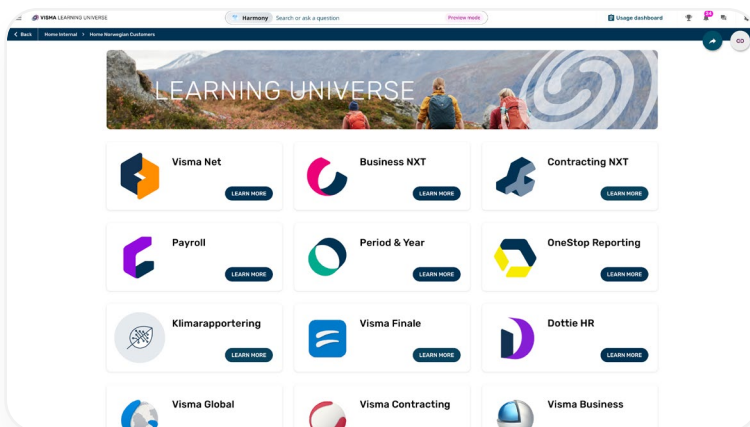
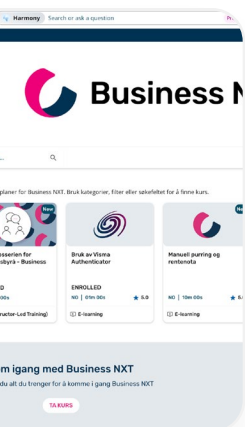
Visma's learning team led the search for a unified platform that could serve as the foundation for their "Visma Learning Universe." The selection criteria went beyond basic functionality to focus on strategic integration capabilities.

The solution delivered:

- **Unified platform architecture** replacing fragmented systems
- **Deep API integration** enabling seamless connectivity
- **An ecosystem approach** that embedded learning into existing workflows
- **A strategic transformation** from reactive to proactive learning delivery



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Results

Learning as a competitive advantage

The transformation fundamentally changed how Visma approaches customer and partner relationships, moving from reactive support to anticipatory guidance.

Strategic business impact

This approach has created a significant competitive advantage for Visma. Rather than simply reacting to customer issues, the company now anticipates customer needs proactively. The learning platform has evolved into a powerful engine for customer retention and growth, with overwhelmingly positive feedback of 4.6/5 rating, from partners and customers across their ecosystem.



" . . . the real business impact comes from integrating this into our customer support . . . we resolve issues faster, which improves satisfaction and directly contributes to our customer's retention."

Organisational transformation

The initiative has fundamentally changed Visma's business model. Docebo provided the technology that enabled the company to execute their strategic vision, with learning now woven into the fabric of how they operate. Today, learning at Visma isn't just a department—it's a key competitive advantage.

Key outcomes:

- **Proactive customer support** through automated, contextual learning recommendations
- **Enhanced customer retention** with learning serving as a growth and expansion engine
- **Strengthened partner relationships** across 50+ organisations
- **Lifecycle integration** embedding learning throughout the customer journey
- **Competitive differentiation** with learning as a strategic advantage

Visma's transformation demonstrates how strategic learning initiatives can evolve from operational necessities into powerful competitive differentiators, creating measurable value across the entire customer and partner ecosystem.

docebo

Built for the business of learning.

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