How FloQast cut video creation time by 83% and redefined customer education.

FloQast delivers clear, up-to-date training materials faster than ever, enhancing customer engagement and operational efficiency with Guidde's AI-powered tools.

#*FloQast*

"Guidde has transformed our customer education video content creation process

The platform's flexibility and speed have allowed us to produce training materials faster and more efficiently than ever before.

The ability to quickly create clear, engaging visual content has significantly improved our customer experience."

Anna Myit
Learning Experience Designer

Key results

83% Reduction in Video Creation Time

With Guidde, FloQast reduced the time needed to create training videos dramatically, accomplishing in a day and a half what used to take weeks.

Increased Views on Onboarding Videos

Guidde simplified the technical aspects of product releases, boosting views on onboarding videos.

Enhanced User Engagement

Training videos produced with Guidde facilitated product adoption of new features, proving the effectiveness of video content.

Improved Customer Satisfaction

The ease of understanding provided by the visual documentation contributed to a rise in positive customer satisfaction survey results.

FloQast is a finance and accounting operations platform, dedicated to enhancing the way accounting teams work. Their innovative solutions enable customers to streamline and manage the Financial Close, finance and Accounting Operations, and Compliance Programs, from top-tier enterprise companies to small businesses.

Guidde has been instrumental in reducing the time and complexity associated with creating instructional materials, simplifying knowledge sharing within the organization and with customers.

The Challenge

FloQast's learning academy, FloQademy, initially relied on straightforward recording of training sessions. This worked well, but also generated a few challenges. As the FloQast platform grew and evolved, these recordings quickly became outdated. Screens have changed as so did the processes.

Faced with this issue, FloQast considered moving away from videos. But customer feedback highlighted the necessity of video content, prompting FloQast to seek a solution that could keep training materials up-to-date and relevant.

The Guidde Solution

After evaluating several vendors, FloQast chose Guidde for its cost-effectiveness and responsive support team. Guidde stood out for its quick update capabilities, allowing FloQast's Customer Education team to keep up with product updates and refresh their videos easily as screens changed.

Features like pronunciation adjustments for industry-specific terms and the ability to add a video and show an action provided significant benefits.

Guidde's intuitive design made it easy to produce clear, engaging visual content, and its combination of video and document capabilities enhanced user experience and operational efficiency.

The Results

FloQast's partnership with Guidde delivered outstanding results. The adoption of video-based training significantly enhanced user engagement and comprehension. Guidde's sharing and embedding capabilities transformed internal knowledge transfer, fostering consistency and efficiency across the organization.

Anna Myit, Learning Experience Designer at FloQast, praised Guidde

for its impact: "Guidde has transformed our customer education content creation process, making it easier for FloQast users to understand and use our products. The reduction in video creation time has been a game-changer for us."

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