Services Brochure

Customer Education & Adoption Acceleration

Rodolfo Iglesias Consulting

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About Me

Hi, I'm Rodolfo Iglesias.

Results-driven tech education has been a primary focus throughout my career.

With 20+ years of experience in technical education design and customer success in the B2B SaaS and Telecommunications industries, I strive to create proven value in learners and organizations.

My Consulting Approach

Customer education cannot operate on the sidelines. It must drive business and technical outcomes.

My consulting approach is built on **three principles:**

ALIGNMENT

Education goals must connect directly to business success (e.g. adoption, retention, revenue) — not exist as a parallel initiative.

INTEGRATION

Learning must integrate with your teams and tools — strengthening operations, support and product execution.

MEASUREMENT

Impact must be measurable. Clear KPIs and feedback loops turn education into a performance lever.

How I Partner With You

Where I Add the Most Value

- Growing SaaS teams refining onboarding and customer success
- Product-driven companies expanding customer education
- Teams aligning education with business results
- Companies preparing to scale adoption and support

When I Add the Most Value

- Customer onboarding and support workflows exist, but lack structure or produce unclear results
- Repetitive support issues drain team time
- Activation and adoption metrics are unclear
- You need measurable improvement — not just more content

Consulting Services

Education Program Strategy

Identify learning gaps, plan educational objectives and set up education development to **meet your business goals.**

Instructional Design & Authoring

Design, author and review educational materials to ensure quality, maximize engagement and facilitate sticky learning.

Curriculum Review

Review and critique your existing education plan(s) to better engage learner personas and meet your success goals.

LMS Administration & Optimization

Manage the Learner Experience inside and outside your LMS, to maximize audience engagement and learner satisfaction.

Learning Analytics

Integrate learning and business analytics to track the success of your education program.

Custom Engagements (by scoping discussion)

Let me know your customer education / customer success needs.

Engagement Options

Hourly

From $ 75 /hr

Packages

Multi-services, starting at $ 2,500

Retainer

Ongoing support

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Service Packages

Adoption Optimization Sprint (4 weeks)

For teams that need to **maximize effectiveness of their customer onboarding and support** workflows.

In four weeks, we identify and redesign your highest-friction onboarding workflow to improve clarity and user confidence via targeted content strategy and deployment.

The result: reduced repetitive support strain and a measurable adoption improvement process your team can sustain.

From **$8,000**

- Education Program Strategy
- Instructional Design & Authoring
- Learning Analytics

Curriculum Delivery Optimization

For teams implementing a customer education curriculum that needs **better alignment between content and delivery**.

We assess how your curriculum is structured and delivered, then optimize formats to better match learner behavior and business goals.

The result: clearer learning journeys and stronger engagement — without rebuilding your entire program.

From **$2,500**

- Curriculum Review
- LMS Administration & Optimization
- Learning Analytics

Thank You

Questions?

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