



# How MailChimp empowers employees with Treehouse





Founded in 2001, MailChimp is the world's leading email marketing platform, sending more than a billion emails a day. Businesses of all sizes are enabled to send marketing emails, automated messages, and targeted campaigns, and measure the success of each. More than 12 million people and businesses around the world use MailChimp to grow their businesses.

## THE CHALLENGE

MailChimp aims to make a technically intensive process simple for their customers. Because their service is hosted online and is used around the world on a large scale, it is imperative the MailChimp support team has a well-rounded technical skill set in order to assist their customers quickly, and communicate issues to the engineering team.

## THE SOLUTION

That's where Treehouse comes in.

Treehouse provides MailChimp employees with on-demand technical training that allows everyone to gain a better technical understanding of the MailChimp product. Specifically, MailChimp has increased the technical skills embedded in their support team, creating a better experience for customers. Support team members regularly engage in continued learning with Treehouse in topics related to their product.

With on-demand courses in 17 tech topics, Treehouse gives MailChimp employees a flexible learning option that they can tailor to their needs and jobs.



## OUTCOMES

- 1 More employees have the ability and skills to contribute, which makes the product more robust
- 2 Increased communication between development and other departments
- 3 Created career mobility internally, for employees who want to move into technical roles

## WHY MAILCHIMP LOVES TREEHOUSE

MailChimp believes in education and continuous learning at its core, providing their employees with hundreds of hours of training and encouraging them to seek out professional and interest-driven learning opportunities.

*“Independence is one of our core values. So a self-guided tool like Treehouse really empowers our employees to develop.*

*You don’t have to wait on a certain instructor, or a particular manager, in order to enrich yourself.*

*With Treehouse, they’re able to do it on their time. They’re able to go back and review certain items. It is a flexible tool that enables them to learn about many different things in a time and manner that makes sense for them. I love seeing our employees learn and grow using tools like Treehouse.”*

## WHAT LEARNERS SAY

*“Using Treehouse, you have tracks. You have focus. You have goals. There’s a definitive plan in place with rewards along the way. It’s made a complete difference for me, and has helped me stay on track, stay motivated and focused.”*

*“Working in technical support, you gain an intimate knowledge and understanding of how the application works from both the user and developers’ perspectives. You’re an in-between for the two departments and Treehouse really helps to build a greater understanding of the application and its technologies.”*

## WHAT MANAGERS SAY

*“Our support team is well-rounded in technology - all different types of technologies and languages. There is a strong desire to learn more and dig in. It’s not a burden for them, it’s more of a guilty pleasure. That’s a distinction that I would make with our support team, and I think that’s why our customer service is so strong.”*

*“I encourage my employees to use Treehouse so they can build upon the skills they have to better support our customers and learn about things that are really exciting to them.”*



Treehouse provides dynamic, on-demand technical training to teams that want to diversify skills and drive innovation.

Find out what Treehouse can do for your business.

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