



Introduction

Our customer is a **leading IT solutions provider** who is **strategically aligned** to Hewlett-Packard, Microsoft and Oracle. They invest heavily in technology and marketing initiatives to promote and **drive the importance of technology** in the workplace. As a growing company it became apparent that they required a system to **track** their **expanding customer base** to better target their customers and prospects. They selected a CRM system called **Adeo** to provide a single software solution with the aim to increase efficiency, **business revenue** and **customer satisfaction**. Best business practice and new procedures needed to be identified to ensure the system could bring **employee efficiency** and business benefit.

The Challenge

Our client's corporate culture is very sales led so it was imperative the focus of training was on the business processes within the organisation and not just the function of the CRM tool.

As a result of a previous project it was identified that if staff were not comfortable with using the new software they would revert to their old procedures, negating expensive investments the organisation made in IT. Our initial role was to understand how individuals fitted into the overall business function and tailor the courses to meet the individual needs. We needed to ensure users were able to perform their specific tasks more effectively and efficiently.

Our client is a people driven business and customer service is crucial to their success. Any customer interactions would be valued as a future opportunity so it was essential that executives saw training as an investment and not just additional expense.



The Solution

Contrast Training developed a training solution that focused on business benefit, individual needs, and incorporated best business practices. We were also responsible for managing the user acceptance testing and providing feedback for any system enhancements that were required.

The business requirements were analysed to ensure the training solution met the organisation's needs. Training was based on specific job roles within the organisation which offered individuals business relevant training. Users attended a 1 day training programme that was tiered by job role focussing on specific aspects of the software, incorporating shortcuts, common functions and do's and don'ts. Training documentation was developed and it was decided that three Quick Reference Guides were required to capture the relevant job roles. Post implementation support was provided in the form of floorwalking and FAQs were published on the client intranet site. Contrast Training continues to chair the monthly user group meeting to capture new and future requirements.

The Result

Our **innovative approach** to training played a **vital** role in ensuring a **successful roll-out** was achieved and maximum benefits were gained. The objective for the organisation to adopt a customer centric approach using a CRM tool, that could not only increase business revenue, but provide customer satisfaction, was met.

The client now has the ability to **provide faster response to customer enquiries** and can exploit cross selling opportunities due to the integrity of the data. Senior management are able to make **better business decisions** in relation to strategic goals.