

Flexible eLearning Solution Meets **Rapid** Education



Abreon's overall solution consisted of instructor-led training at the corporate headquarters office and modular eLearning distributed to the 600 member remote sales force.

As a leading global delivery company, this organization handles shipments of all sizes for large customers throughout the world. The company provides overnight express, next-day, and second-day delivery, as well as ocean shipping services to over 220 countries and territories.

The Challenge

The client selected the Onyx system to improve customer relationship management and facilitate sales planning across a widely dispersed, remote sales force. Onyx would replace Brock, a salesforce automation system that was never fully accepted by company employees.

This initiative included a change in the computer software used by the sales representatives, as well as a migration away from the Miller Heiman methodology toward the methodology recommended by an outside consulting company. A limited budget, a compressed deployment timeframe, no training facilities, and a widely dispersed workforce were further obstacles to a successful implementation. While analysis showed that eLearning would be the most cost-effective method of reaching the dispersed audience, it had never before been introduced as a viable learning mechanism to the company's employees.

In the three weeks immediately following go-live, Abreon answered over 300 support calls.

Our Solution

Abreon deployed a performance consultant to evaluate the current salesforce automation tool and the Onyx modules being implemented by the client. During this evaluation, Abreon determined the basic differences between the two products.

Abreon then performed a gap analysis to determine how the current business processes mapped to the Onyx CRM modules. Abreon's overall solution consisted of instructor-led training at the corporate headquarters office and modular eLearning distributed to the 600-member remote sales force. The custom eLearning program was accompanied by a training workbook, which end users completed in conjunction with the self-paced training. Abreon also staffed a coaching hotline that students could call for assistance once working in the Onyx system.

The eLearning system incorporated professional video and audio. Users would review the CBT and work on exercises in the live system. The tool was created in modules based on company roles and content was delivered in 15- to 17-minute segments. This tool was distributed via a CD-ROM to all end users.

The Results

Abreon's flexible and cost-effective eLearning solution met the organization's requirements for rapid education deployment on a limited budget. The coaching hotline provided a safety net for end users. In the three weeks immediately following go-live, Abreon answered over 300 support calls. Although training was not mandatory, the program was deemed a success by company management and its employees.

For more information regarding strategic consulting, corporate training, eLearning offered by Abreon, Inc., call us at 1.800.338.5185 .



More about Abreon

With over 30 years of experience implementing change for the Fortune 5000, Abreon transforms organizations by empowering their people to embrace the benefits of change. Our people-centric approach employs customized strategies that align, engage and educate people as they navigate change to produce measurable results. With more than 250 credentialed consultants, Abreon has the experience, talent and change agents to move your people forward.



Suite 500, Foster Plaza 10
680 Andersen Drive
Pittsburgh, PA 15220
www.abreon.com

© 2016 The Abreon Group.
All rights reserved.