A LEADING CRM COMPANY LEVERAGES ORIGIN’S EXPERTISE TO DEVELOP AN INTEGRATED & UNIFIED LEARNING PROGRAM

**Company**
A leading American CRM company

**Customer base**
150,000+

**Objective**
Increasing the number of certified users through interactive and engaging course content

**Solution**
Administrator Learning Program

**Impact**
Enabled training and certification for better product adoption. Achieved course certification targets
The Client

A leading CRM company offering sales and marketing solutions to global businesses.
The Challenge
Designing a structured learning path for administrator certification

With the objective of certifying millions of administrators by 2020, the client wanted to design a structured learning path for an Administrator Certification Course. They had created the content but it lacked online presence and a clear certification path. This meant significant effort in ensuring that content was aggregated from disparate sources, curating relevant content trails, and enabling seamless user access through an intuitive user-interface and creating online component. Vast amounts of existing content needed to be curated, including Instructor Led Training (ILT) content, tip sheets, e-learning and ‘getting started’ modules, preparation guides, videos and self-study material. The course was aimed at instructing users on how to get the most out of the CRM platform by learning to structure data, manage users, control access, create workflows, etc.

To achieve these goals, the client chose to partner with Origin Learning, based on its proven design and solution capabilities, end-to-end content deployment experience in product training and adoption, and skill in certification development. Our extensive experience in offering blended learning solutions to high tech companies, commitment to operational excellence, and superior service delivery set us apart from the competition. In addition, our expertise in designing content strategies and learning solutions for product training and driving content monetization through certifications, acted as a critical differentiator.
The Transformation
Enhancing user experience & enabling content monetization

The solution approach was to develop a unified interface, for easy access to related materials and a streamlined learning experience. The solution highlights are showcased in Figure 1.

Origin Learning Solution

- Designed a structured learning journey for Admin Certification Course
- Recreated content through aggregation and curation from disparate sources to create role-based curriculum
- Developed an intuitive user-interface for offering users an easy access to course content
- Built a device-agnostic solution by leveraging user responsive template
- Deployed virtual labs for hands-on experience by redirecting users to the existing lab environment

Figure 1: Origin Learning's Interactive Certification Program
The Impact
Increased reach and more certifications

Through our solution we enhanced learner participation, engagement and experience. Some of the major benefits included:

- Enabling a coherent certification experience by streamlining the content elements
- Creating an enhanced lab environment for hands-on experience, helping learners gain practical knowledge
- Enhancing certification enrolment for enhanced revenue
- Enabling transition from product adoption to monetization

To learn more about how we can help you provide business-aligned digital learning solutions, call us +1 817.917.1282 or email us at info@originlearning.com