3 months = 3,000 views.

1
2
3

3,000

40,000 👁

1,400 🎥

50 👤

The Global Training & Development Team today:
• 50 team members
• 1,400+ training videos
• 40,000+ views per year

95% of training videos are made with Camtasia.

95%

80%

80% of SoftwareONE's training are video based.

softwareONE

Organization
SoftwareONE

Industry
IT Service Management

Challenges
• Cost
• Resources
• Updating training materials
• Scalability
• Creation
• Time to market
• Multi-language training

Solution
Create and share more video training content using TechSmith Camtasia® and Snagit®

How Developing Videos for Learning Transformed SoftwareONE's Approach to Corporate Training and Staff Development

"SoftwareONE has been using video based training methods since 2011, and every year our self-study training videos are viewed tens of thousands of times by our 3,000 plus employees. Video-based trainings are offered for all key areas we want our employees to develop in – Subject Matter Expertise, Soft Skills, Tools and Methodologies." –John Mayes, Global HR Leader

The Situation:

SoftwareONE is a global organization of over 3,000 Software Portfolio Management Consultants who offer consultative services that help clients manage all aspects of their software portfolio, with the objective of reducing complexity, costs, and risks for the client, while increasing the flexibility of their IT landscape to adjust to changing business needs. SoftwareONE's consultants need to be experts in not only the software they are selling and implementing for clients, but they also need to stay current on trends in the IT industry, and be tech-savvy enough to understand changes in technology, infrastructure, and business needs.

With consultants across 145 countries - including different languages and cultures – they struggled to continually deliver the necessary training. Sub-standard training – or not offering training at all - ultimately affects the ability to consult and sell; a very painful process to correct, and a waste of valuable time. Without a training team in each location, keeping everyone up to date was a significant issue.

The Challenge:

SoftwareONE needed a way to train employees on the various software solutions they sell and internal processes, as well as the services and solutions developed by SoftwareONE itself.

Each consultant needs to be able to accurately and confidently highlight the benefits of each software they offer, and answer any questions potential customers may have before making a decision.

As a global company, SoftwareONE had to find a more cost-effective, efficient, and scalable way of training new hires and sales reps on a continuous basis.

Finding the right process was not an easy task. The training program needed to include content creation, delivery, multiple languages, multiple course subjects, quality and consistency of content, and updating the content to include the latest software updates.

Cost

It's expensive to train every employee face-to-face, and nearly impossible to train long-distance consultants consistently and accurately across the globe. To be effective, the training needed to meet the high standards of in-person instruction because consultants must be experts in multiple products per provider in order to advise customers knowledgeably, accurately, and successfully.

Resources

With traditional training methods, it could be months before they could bring a new hire in-house for a live training, which is expensive and takes that new hire away from customer-directed activities for an average of three full days. This results in loss of potential revenue due to a longer onboarding time frame, as well as lost revenue due to the new hire being tied up in training. For these reasons, face-to-face training was not an effective or sustainable option.

Scalability

With employees on several continents, it can be difficult to train everyone at the same level of expertise, get them trained on the detailed content needed to become experts on each subject, and to scale this for their catalogue of products across multiple languages - all while keeping the content fresh and up to date.

Stephan Cadisch, Global Learning & Development Director, was tasked with addressing these challenges, while starting from scratch with no existing systems, processes, or content creators. "It's daunting to have to create a consistent and scalable way to train people across the globe on software products that are constantly being updated and changed," Stephan explained.

Since there wasn't an existing training program readily available to accomplish all SoftwareONE's crucial goals, he set out to create one.

SoftwareONE's road to success

In 2010, Stephan started building a plan to address these goals. He assembled

a team that specialized in becoming experts in the software they sold. Thus, the Global Learning & Development Team was born.

At the beginning of this undertaking, SoftwareONE's Senior Leadership Team was skeptical that a global learning and development team would solve the problem, granting only a minor budget for their training effort. With the funds, Stephan bought Camtasia, Snagit, and Quickshare to get started.

The team began creating videos to share their new-found expertise on the catalogue of software they offer, and constructed a User Portal to share training content across the organization.

After three months, their first training video already had more than 3,000 views. This impressed the Senior Leadership Team and helped outline the value of online learning in a very short time.

"Recording PowerPoint slides with Camtasia allows non-professionals to make videos in a reasonable amount of time," explained Stephan. "We work with other tools as well, but 95% of the training content is made with Camtasia because of its ease of use."

With the continued support of the Senior Leadership Team, especially the CEO, the Global Training & Development Team has grown to more than 50 team members who have created over 1,400 training videos with Camtasia and boast upwards of 40,000 views per year.

Creation

SoftwareONE has their training content

creation workflow down to a science. Creating videos and screenshots is an essential part of efficiently developing their training content.

The Instructional Design team designs the curriculum needed, subject matter experts (SME) create screencasts with Snagit to capture their knowledge.

"[SMEs] use Snagit to record a data dump of all the information we need from them," explained Alexander Muenzberg, a Instructional Design Specialist in SoftwareONE's German office. "Once they have a screen recording of their subject information, they send it [back] to the Instructional Design team where we use Camtasia to make their screencasts into more formal and detailed training videos."

Working with subject matter experts (SME) is crucial to creating the right content for SoftwareONE's training program. Getting time with *SMEs* is a common challenge, given their hectic schedules, along with making sure to get the right information.

"We brief our SMEs on what information we need from them ahead of time so that we avoid running into the problem of not getting enough information, or not getting relevant information," said Alexander.

Dividing these tasks among different groups gets the most benefit from SMEs' time, while still producing a quality training piece.

Since the videos are editable, the entire process is scalable, which is essential to keep training fresh and up to date. "I also love the stability and features Snagit and Camtasia offer. They are so useful

and provide good workflows, which are so important. If we want to include branching questions and exams, we can then easily pull the Camtasia file into other eLearning course authoring software to accomplish that."

Once a training course is finished, it's shared out on the internal learning portal, ONE|University.

Training topics and programs

The Global Learning and Development team courses range from the software they sell, to internal training such as their sales processes, project management, process optimization, and the service portfolio they offer to clients.

SoftwareONE is serious about consultants becoming experts in their offerings. So much so, that their formal training curriculums have nine levels for employees to complete to reach expert level. These curriculums are built year-round and are continually revised, with each 'belt level' reviewed at a fixed point on their annual timeline.

Their informal training program called ONE|Tube houses topics chosen by and for staff, rounding out their corporate formal training program.

SoftwareONE also does classroom-based (face-to-face) trainings, often featuring guest partners presenting the latest software. To capture the knowledge and enthusiasm of the speaker, SoftwareONE often records the live demo with Camtasia or Snagit, then turns it into online training content. They find this useful for 'train the trainer' style content as well.

Updating training materials

With consistent, quality training supplied by the Global Training & Development Team, SoftwareONE has added Product Managers to the process. Product Managers work closely with software providers in their product catalogue to learn what's coming next, review and understand product road maps, and explain upcoming changes. Then, they work with the training team to get those updates included in the training content so their consultants always know the latest updates.

The Global Training & Development Team also works closely with their internal help desk (ONE|HelpDesk) to learn about common customer questions and concerns related to the products they offer. This informs content creators on what new training topics are needed, and what existing content needs to be updated based on customer issues. This allows for consultants to quickly adjust their knowledge and support focus, while also reducing calls to the help desk/tech support team.

Results & ROI:

While it is difficult to draw a direct training-to-revenue correlation, SoftwareONE can clearly see that this approach reduces internal expenses. "Using Camtasia and Snagit helped us to reduce costs as all employees can contribute content of successful examples," explained John. "These examples are then converted into video-based trainings by the Learning & Development Team. Having trainings available anytime, anywhere and on any device keeps employees engaged

and motivated, has offered a highly sustainable learning library, and reduced travel costs immensely."

Rough estimates on cost savings from shifting training from face-to-face to online and on-demand can add up to huge numbers.

All employees now go through training much faster than before, and can accelerate their level of expertise through tiered training levels. An employee must watch and learn all nine levels to become an expert or 'black belt'. Having an educated and well-prepared team of experts often helps close bigger deals at faster rates.

"The most common feedback I've heard from our staff who learn from our content is that they are thankful for learning by video instead of having to read long PDFs and PowerPoint slides. And with video, we can easily add subtitles in addition to narration, for employees who find accents outside of their geographies more challenging to listen to, "explained Alexander.

The Global Learning & Development Team created 130 new training videos in Q4 of 2016 alone, and have 70 new videos planned for the first three months of 2017. This cadence continues throughout their annual timeline, along with updating existing videos.

This formal training program has been so successful that SoftwareONE has now adopted an optional, informal culture of training and learning. Social learning videos are created with TechSmith Snagit, and shared to their internal portal, ONE|Tube. This informal social learning program has developed into a place where any staff member can create a video about topics of their choice and share, to help others learn.

"The social learning is self-motivated. The staff want to share their videos instead of text, and people are excited about it," said Stephan. "Videos are being uploaded and shared from across the globe. There are a lot of millennials in the company and video is totally accepted, so it's caught-on company-wide."

Looking forward

While SoftwareONE has already seen huge benefits of creating and implementing a Global Training and Development approach with both formal and informal training programs, they haven't stopped there. They are now working on their 2.0 version which will allow their training courses to be available by mobile and browser, which will boost viewership by offering videos anywhere, at any time.

To learn more about how TechSmith solutions can help your organization learn and communication visually, visit www.techsmith.com or call us at +1 (800) 517-3001