

Build a scalable client training strategy with Collaborative Learning



Discover how Cegid deployed a scalable training strategy, leveraging the Collaborative Learning playbook, to onboard and continuously train their growing client base.

Learn how Hubert Ferreux and his team are implementing key elements of our playbook to:

- ✓ Train a community of **100,000 clients** with a team of 10 people
- ✓ Reach **90% client satisfaction** rate with Cegid Training

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Cegid is a major provider of business management solutions for Certified Public Accountants, financial and tax managers, as well as for HR, payroll and retail professionals.

The company has 3,000 employees and records a turnover of €480 million in 2019.

The Challenge

Cegid understood very early the importance of **training their customers through a dedicated academy**. In 2005, they created Cegid University which later became Cegid Learning to onboard and continuously train their clients to use their software.

Training sessions were conducted through in-person workshops led by consultants; initially, one workshop per client and later shared workshops for many clients.

The rapid growth that Cegid experienced in the early 2000s led the **Learning team to realize that this in-person approach was simply not scalable**.

They attempted a digital learning experience on their LMS but faced 2 challenges that prevented them from making a full transition into a digital academy:

✓ Interactions with clients

Cegid could not interact with their clients as they used to with their in-person training. These interactions were critical to build and nurture relationships, gather insights, and ensure the client fully mastered the software.

✓ Speed of content creation

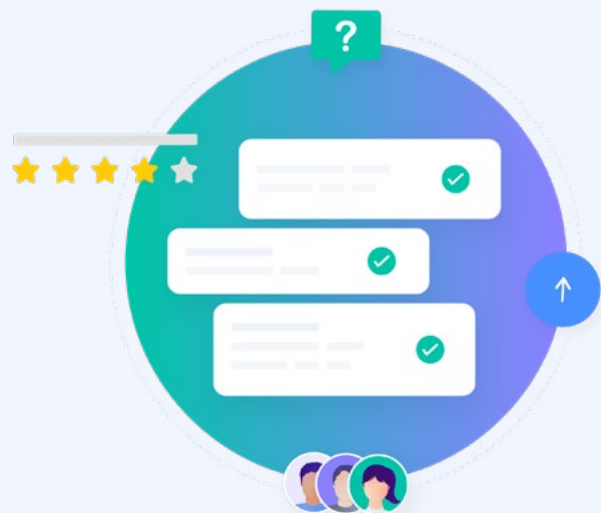
Cegid software is frequently updated with new features or to meet new regulatory standards. Their LMS prevented them from creating content in an agile way to update training content at the speed of business.

The Solution

Cegid D&C ¹ team decided to deploy 360Learning to overcome these 2 challenges and successfully train their 100,000 clients.

The learning team achieved spectacular impact by deploying a collaborative learning strategy, reinforcing a strong client community and reducing the time spent by support or customer success managers answering clients' questions.

Cegid leveraged 2 of 360Learning key features to roll-out the extended enterprise playbook:



¹ Digital & Collective team: in charge of launching digitization initiatives across the company

Collaborative Learning

Cegid designed its client training strategy around collaborative learning, implementing the playbook and leveraging Collaborative Learning features. With the sponsorship of business executives, the learning team made it possible for clients to **interact both with Cegid experts but also with other clients through the collaborative forum, group news feed, and social reactions.**

This proved to be the key success factor for the project. Not only could clients **directly interact with experts as if they were in an in-person session but they started to participate in problem solving themselves by answering other clients questions, sharing best practices and acting as sponsors of the solution in front of new clients.**

360Learning's intuitive co-authoring tool and real-time analytics

Learning specialists collaborate with internal experts to create and continuously update training materials for their clients. The team drastically reduced the time spent on content creation by using the latest tools available directly on the platform (e.g., video recording) or through third-party providers.

In less than 18 months, a 5 author team created and supervised ~1,000 courses organised in ~300 different programs to onboard and train clients to the different solutions.

Moreover, the L&D team has access to real-time data to monitor the training activity on each program. Completion rate, accuracy of training content, number of courses played user feedback, and learners' comments are now accessible in one-click. Training specialists use this data to identify where clients drop out of programs. **They can review the content, and reach out to clients to get feedback in order to immediately adapt the training material.**

Impact

- ✓ A community of **100,000 clients** trained by a team of 10 people
- ✓ **90% client satisfaction** with Cegid Training

Over the past **18 months**, the learning team focused on **deploying collaborative learning** and building a scalable approach.

The training business unit achieved its target revenue in **2019** and aims at scaling training to other use cases in order to triple the revenue over the next **2 years**.



360Learning and the collaborative learning playbook are a key success factor for our current training strategy. We managed to create a strong community of clients on our learning platform.

Clients are now onboarded and retrained faster than before, have a better training experience and require less resources from our teams. Our leadership was amazed by the results we achieved.



Hubert Ferreux
Services Director



Give us a call
+1 646 585 2093 / +44 (0)7397 943 426

Request your demo
en.360learning.com