

ERA Group Achieves Rapid User Adoption In +35 Countries

ERA Group used ClickLearn to fast-track user adoption of their new CRM platform, distributing intuitive software training materials in multiple formats from one place.

+20

language variations



Challenge

Deploying a new CRM across +35 countries

Keeping track of customers in multiple sectors and countries means a very complicated customer engagement strategy, and ERA has adopted Microsoft Dynamics 365 to meet its CRM needs. Working with the UK-based CRM implementation specialists at QGate, the firm's management understood the challenges of deploying a new CRM internationally.

"Microsoft Dynamics can take quite a bit of development," says Klaus Jeschke, Global Chief Operating Officer at ERA Group. Over nine months, his team worked closely with QGate professionals on new development and data migration from their previous CRM provider. The effort has translated into an improved solution with noticeable differences. But the new and improved CRM only delivers value if it's actually implemented. The team knew that delivering training across industries and geographies could be challenging – and it could be expensive.

When ERA Group evaluated ClickLearn, three capabilities stood out:

- ✓ A customizable template-based system for compliance
- ✓ The ability to support training in +35 countries and multiple languages
- ✓ A seamless onboarding process with a user friendly interface

“ The ClickLearn application provides a huge advantage to our training and communication efforts, allowing this training resource to be available 24/7 across the globe.

David de la Nougerede
Global Head of IT at ERA Group

Solution

Intuitive software learning materials in one place

To ensure user adoption in its franchises around the world, the team implemented multi-language, scalable CRM onboarding training and a custom help portal, using the ClickLearn e-learning authoring platform. When it came time to adopt the ClickLearn online training solution, de la Nougerede was impressed by the functionality, ease of use, and speed.

Company Name
ERA Group

Industry
Business Consulting
and Services

Headquarter
West Maling, Kent, UK

Company size
1000 employees

Year founded
1992

Integrations
D365 CE / CRM

Website
eragroup.com

“ It was a really good implementation, it allows our users to go through very different scenarios for working with our customized Dynamics, which is very important in a training environment.

David de la Nougerede
Global Head of IT at ERA Group

ERA Group can now conduct training and, more importantly, offer 24/7 guided assistance easily across languages and time zones. ClickLearn generates videos and documentation in different media formats and offers pre-loaded translation capabilities for dozens of languages to rapidly adapt instructions to various audiences.

Results

Fast-tracked user adoption globally

- Ability to focus on expanding product into new markets and cut time spent on documentation
- Exceptional service provided by the ClickLearn team
- A customizable template-based system for compliance
- Painless revision of learning materials

With ClickLearn's ability to generate videos and documentation to guide users across different media formats, they were able to scale globally with pre-loaded translation capabilities for dozens of languages to rapidly adapt instructions. ERA has franchisees in more than 35 countries around the world, from the west coast of North America to the east coast of New Zealand, and is now able to conduct training easily across languages and time zones with ease.

“ Many of our franchises may not have all the skills they need for working with Dynamics. They need the extra assistance and a way to be shown how to perform these new tasks.

David de la Nougerede
Global Head of IT at ERA Group

About ERA Group

ERA Group specializes in helping businesses to identify cost-saving opportunities and achieve financial efficiency without compromising quality. Through in-depth industry knowledge and insight across a variety of expense categories, ERA adds value to organizations by advising on industry-specific best practices, reducing costs, and ultimately delivering tailored solutions to benefit business health and growth.