

Georg Fischer Auto-Produces Documentation for 1000+ Employees

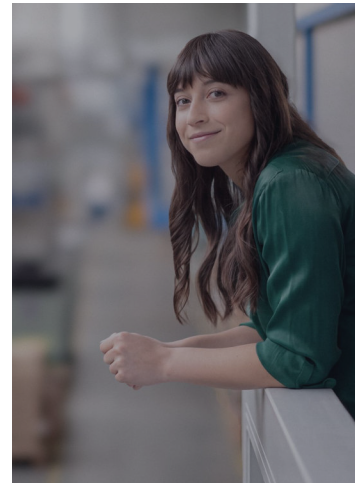
ClickLearn gives Georg Fischer a streamlined way to update training materials as Microsoft Dynamics 365 evolves, ensuring users always have access to current guidance.

7x

documentation languages

750+

TryMe videos watched



Challenge

Keeping pace with Dynamics 365 updates

With Microsoft supplying updates to their software every six months, this results in a constant need for updates to Georg Fisher's training material. At George Fischer Piping Systems, Anja Schmid, Junior CRM Community Manager, and her team use ClickLearn to produce their training material, which includes videos and user documentation. All their training is based on content they've produce using ClickLearn.

When Georg Fischer evaluated ClickLearn, three capabilities stood out:

- ✔ Saved time and eliminating the frustration of outdated manuals
- ✔ The ability to test user proficiency on training content
- ✔ Personalized training sessions and prompt query resolution

“ Our CRM is in several languages, so our training material needs to support these languages too. It's a great help that ClickLearn supports all languages and makes it easy for us to produce it.

We would never be able to have language versions of our training without ClickLearn, it would simply take too much time. This is where we gain a big advantage from using ClickLearn – we use the Replay to go through the different languages and adjust afterward.

Anja Schmid

Junior CRM Community Manager, Georg Fischer Piping Systems

Solution

CRM-embedded training that users can rely on when they need it

George Fischer decided to upgrade their CRM system by moving globally from Microsoft Dynamics 2013 to Microsoft Dynamics 365 (msdyn365). By onboarding 34 countries with seven languages, George Fischer understood the need for a tool that would give them CRM-embedded training content and user-friendly knowledge transfer.

Although training is important for successful user adoption, it is also important to think about how you ensure continuous learning afterward. To get the most ROI on a software upgrade, having support for users when and where they need it can boost productivity and ensure user engagement.

+GF+

Company Name
Georg Fischer

Industry
Industrial Machinery
Manufacturing

Headquarter
Schaffhausen, Switzerland

Company size
6.800+ employees

Year founded
1802

Integrations
D365 CE / CRM

“ We have just focused on external sales because that is mainly where our CRM is being used, but we also have internal sales using the system and they have never had their own, dedicated training material. In the future, we would like to build a platform for all types of users.

Anja Schmid

Junior CRM Community Manager, Georg Fischer Piping Systems

As Anja explains, “We were searching for a tool to support our users with training material. We looked at different platforms and found that ClickLearn was the best solution because it is directly integrated into our CRM, so it’s accessible for all our users whenever they are working in the CRM system.”

The Georg Fischer employees are particularly happy with the ClickLearn Assist feature, which gives them support directly from within their system whenever they have questions.

Results

Training that stays in sync with product changes

- 80 training records in seven languages
- Team of 3 authors creating training (video and documentation)
- 1000+ users in CRM with direct access to an integrated ClickLearn Help Portal
- Replay feature to keep up with Microsoft updates every 6 month

With a global organization comes the need for localized software versions and that means localized training material, which is both time-consuming and costly.

So far, it’s mainly the external sales employees benefiting from content created by ClickLearn, because they are the main users of the CRM system. However, based on the success of the ClickLearn project, Anja and her team are now planning to roll out ClickLearn-based training materials to the internal sales and marketing functions within the George Fischer organization.

About Georg Fischer

Georg Fischer is a global industrial engineering company with more than 14,000 employees and three divisions. GF enables the safe and sustainable transport of water and other fluids for buildings, industry, and infrastructure worldwide. Today, GF Industry and Infrastructure Flow Solutions is a leading supplier of piping systems for the safe and reliable transport of liquids and gases.