

Using *Learning* to Improve *Customer* *Experience*

2019



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Focus on The Learner

Top 10 Business Priorities

Improving customer experience

42%

Gaining market share

35%

Developing new products or services

34%

Retaining top talent

24%

Improving brand recognition

22%

Creating the right organizational culture

20%

Improving sales effectiveness

19%

Driving innovation

17%

Developing talent internally

17%

Source: 2019 Brandon Hall Group HCM Outlook

Organizations are intensely focused on continuously improving the customer experience. In Brandon Hall Group's 2019 HCM Outlook Survey, 42% of companies picked it as a top business priority, making it No.1, even higher than gaining market share and developing new products.

Brandon Hall Group surveys identify companies with positively moving KPIs, including customer satisfaction (C-Sat). We then can compare companies with improving customer satisfaction rates against those that are either stagnant or in decline.

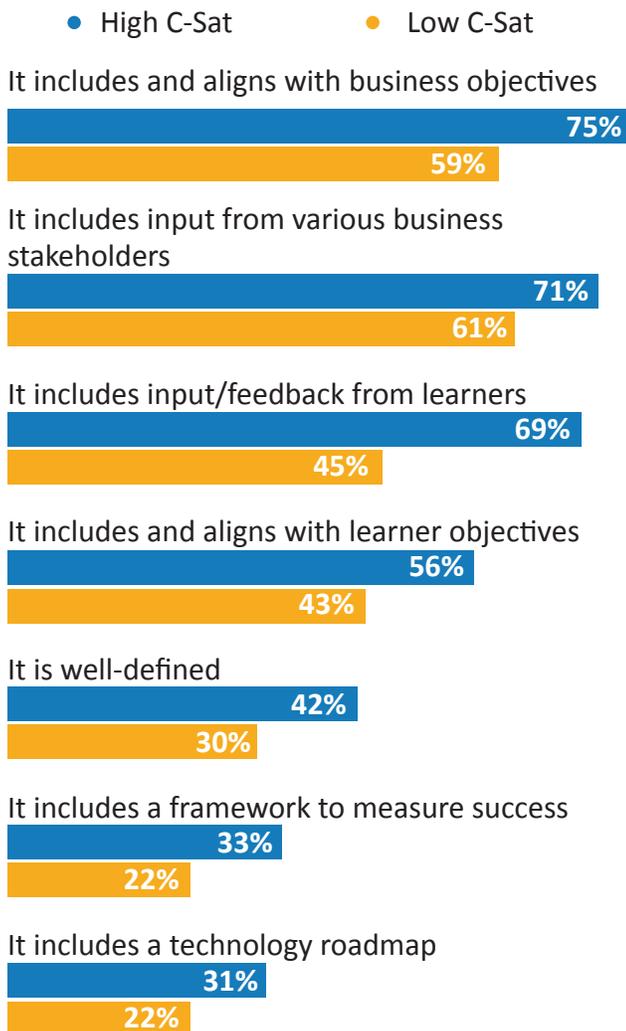
***"Clients do not come first.
Employees come first.
If you take care of your
employees, they will
take care of the clients."***

— Richard Branson



It Starts With Strategy

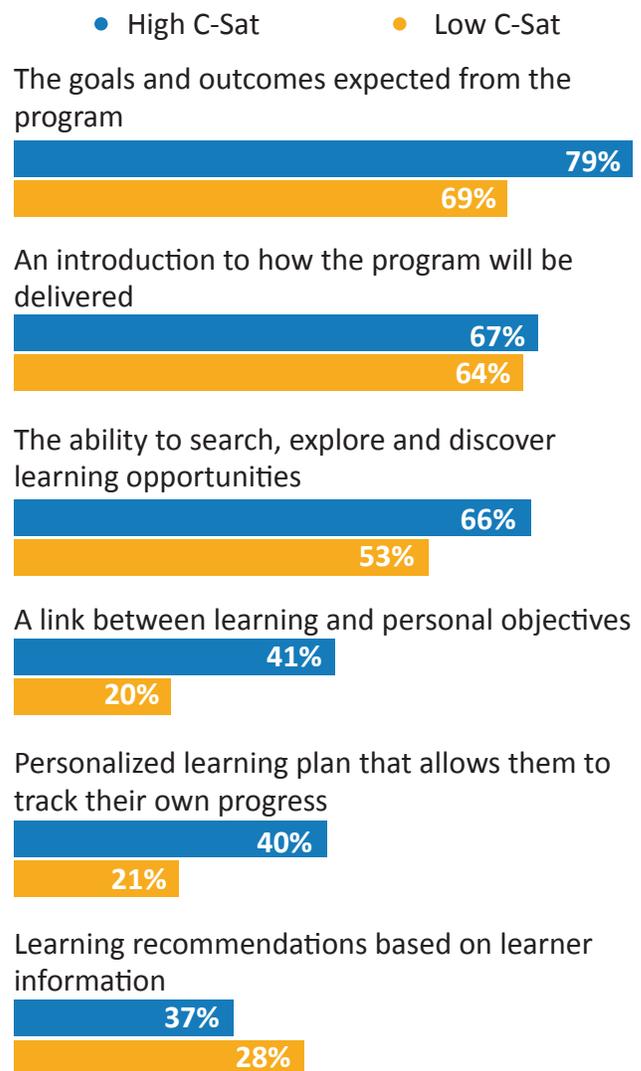
When it comes to developing the learning strategy, we found that companies with high C-Sat were more likely to do things such as align their strategy with business objectives. They also are far more likely to include feedback from learners when developing their strategy.



Source: 2019 Brandon Hall Group Exploring the Learner Experience

Give Learners What They Need

We also see differences when it comes to what organizations provide to their learners. High C-Sat companies are more likely to allow learners to search and explore learning, as well as provide learners with a link between the learning they are experiencing and their personal objectives. Too often companies assume that the “what’s in it for me” for learners is implicit, when in reality it needs to be explicitly demonstrated.

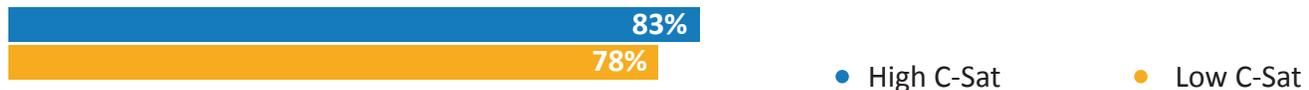


Source: 2019 Brandon Hall Group Exploring the Learner Experience

Create the Right Experience

Finally, we see that High C-Sat companies are more likely to provide a contextualized learning experience that provides opportunities to reinforce and practice the learning.

Opportunities to practice/apply knowledge



Methods to gather learner feedback



A method to reinforce learning concepts



Contextualization based on learner requirements



Source: 2019 Brandon Hall Group
Exploring the Learner Experience

Case in Point: Graham Packaging/ Evergreen Packaging



- Employee Development is a building block of company strategy for 2019
- Employee Development/Engagement will extend to hourly plant-floor workforce
- For the salaried employee base, focusing on attributes for successful leadership and pushing the learning paths associated with the attribute or desired topic on a quarterly basis
- Using a multifaceted approach
 - » Develop the curriculum and instructional content
 - » Deliver the content to the audience via Litmos
 - » Determine how you want to measure the results and build the metrics into the process (What does good look like?)

This is an example of a company putting learning into the hands of the workforce, when and where they need it, to better meet the needs of its customers.

Rugged tablets will be distributed throughout the plant to ensure employees have timely access to work instructions and how-to information.



Focus on the Customer

Whether a company is aware of it or not, the potential audiences for learning content lie beyond the four walls of the organization. In addition to employees, learners can be contractors, resellers, franchisees and other stakeholders, as well as customers and the public at large.

- Resellers are more likely to focus on products with which they are knowledgeable and familiar.
- Contractors and gig workers who don't actually work for the company may need additional training, as they are not steeped in the company culture.
- Customers training can take many forms, whether training that comes with the product, support training or updates and information.



Stronger relationship after the sale



Staying ahead of the informed consumer



Less reliance on customer support

Proper customer training is a huge driver of the customer experience. Today's consumer has access to a wide variety of information. Training can ensure they get the right information right from the source. While companies train their people to provide an excellent customer experience, the right training can mitigate the need for a customer to call on support, which is actually a better outcome for the consumer.

Customer Experience

The modern customer has developed an expectation for how things work in the digital age and companies must train their employees to stay ahead.

*“Digital transformation closes the gap between what **digital customers already expect** and what analog businesses actually deliver.”*

— Greg Verdino

Digital Transformation Strategist and Author

Meeting the Expectations of Employees and Customers

Learning Technology



Branded



Connected



Easy to Use



Embedded

Ultimately, it is not just about training people to be better at customer service. How training is delivered also impacts customer service. And as companies continue to make learning easier to use and more engaging, they must extend that to external training. It is challenging enough if the employees' experience is confusing or ineffective, but it is even worse when customers find the technology hard to use. Creating a branded, consistent experience helps bolster customer satisfaction.

Customer Experience Drivers

- Customer expectations are changing
- Product life-cycles are much faster
- Distributed and augmented workforces
- Training is a competitive advantage
- Customer training is a critical step in CX
- Increasing pressure of corporate compliance and security



Key Takeaways

- Customer satisfaction is a continuous and evolving target, not a milestone
- Employees need to learn, practice and retain the skills required to provide a great customer experience
- Today's customers are more informed and have access to more information than ever before
- Training customers directly can mitigate support challenges and improve overall satisfaction
- The right training to customers, resellers and contractors ensures consistent, up-to-date information
- Even compliance training can improve customer satisfaction, creating a reputation of trust, safety and integrity
- Ensure customer self-service training is at least as simple and engaging as internal training — if not more so!

Authors and Contributors



David Wentworth (david.wentworth@brandonhall.com) co-wrote this report. He is Principal Learning Analyst at Brandon Hall Group, focusing on all aspects of learning and the technology that supports it. David has been in the human capital field since 2005 and joined Brandon Hall Group as senior learning analyst in early 2012.



Tim Duranleau co-wrote this report. Tim is the Vice President of Marketing at SAP Litmos. He joined Litmos' parent company, in 2012 and has held various customer-focused, marketing automation, and marketing positions during his tenure. Today, he is head of corporate marketing programs including field marketing, corporate communications, global customer programs, campaigns, and events.



Laura Beth Matson co-wrote this report. Laura is the HRIS Director for Evergreen Packaging, Graham Packaging and Closure Systems International. She has a proven track record of successfully building and integrating HR and Financial system platforms across the organization that deliver value to the business. Her focus has been on driving efficiencies in the organization by implementing consistent, repeatable processes and automating these processes wherever possible.

Mike Cooke (mike.cooke@brandonhall.com) contributed to this report. He is CEO and Principal HCM Analyst at Brandon Hall Group. Mike has more than 20 years' experience in human capital management and the research, software and technology industries. Before running Brandon Hall Group, Mike was co-founder of AC Growth, a research and consulting firm, and VP and General Manager of Field Operations at Bersin & Associates, a global analyst and consulting services firm in all areas of HCM.

Michael Rochelle (michael.rochelle@brandonhall.com) contributed to this report. He is Chief Strategy Officer and Principal HCM Analyst at Brandon Hall Group. Michael leads a wide range of advisory support and strategic engagements for Fortune 1000 and small-to medium-sized organizations as well as leading and emerging solution providers across the HCM industry. Michael has more than 30 years' experience in HR, IT, sales, marketing, business development, and strategic and financial planning in Fortune 500 and venture-backed start-up organizations.

Richard Pachter (richard.pachter@brandonhall.com) edited this report. He is the Content Manager at Brandon Hall Group, responsible for editing research assets and other content. He has experience as a journalist, copywriter, editor and marketer, and served as the Miami Herald's internationally syndicated business books columnist for more than a decade.

Emma Bui (emma.bui@brandonhall.com) is the Graphic Design Associate at Brandon Hall Group. She created the layout and graphics for this report.

About SAP Litmos

SAP Litmos is the world's fastest-growing enterprise learning solution. It unifies learning management, the extended enterprise, and prepackaged courses in an innovative platform to meet any organization's internal and external training needs.

Built to help learning organizations achieve success, SAP Litmos is highly secure, focuses on the end user, and provides time to value three times faster than traditional learning solutions. More than four million users in more than 130 countries and 28 languages use its [LMS](#) and [training courses](#) to optimize their learning and development, improve performance, and monetize training. The leadership team has a combined 140 years, experience across the technology and learning domains.



About Brandon Hall Group

Brandon Hall Group is an HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management.

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PLAN



ATTRACT



DEVELOP



PERFORM



RETAIN



OPTIMIZE

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