Modernizing Training with Next-Gen Guidance Software

How Celonis integrates Userlane in their online training academy to create a powerful interactive learning experience

Celonis Academy for Online Training: Initial Challenges

Celonis, the market leader in AI-enhanced Process Mining and Process Excellence, helps companies in every industry remove friction from critical business processes and improve execution. The Celonis Academy—which is made up of a Learning Management System (LMS) and the Intelligent Business Cloud (IBC) training environment—offers scalable online training courses to customers, partners, and anyone interested in Celonis.

Initially, the team behind the Celonis Academy mainly created video content to train end-users on their software. However, they soon realized that this presented numerous challenges as their Intelligent Business Cloud undergoes fast innovation and release cycles:

- Video content became outdated quickly.
- Users experienced difficulties following the videos due to the outdated content.
- Creating and updating videos was not scalable and required a significant amount of time and effort.

To offer its customers the best possible training, Celonis looked for a solution that would help them (a) create and maintain training content more efficiently and (b) increase user engagement.

When Theory and Practice Come Together

Upon recognizing Userlane's potential to overcome their challenges, Celonis decided to make Userlane's interactive step-by-step guidance technology an essential part of the Celonis Academy.

The Celonis Academy now consists of a combination of both videos in the LMS and the interactive guides in the IBC training environment. The videos are used for theoretical concepts, and the interactive guides form the practical component of training. Furthermore, Userlane's Virtual Assistant provides each user with constant, on-demand support as they navigate the IBC.

Through the combination of theoretical videos and Userlane, Celonis is now able to provide their users with a truly interactive and hands-on experience.

Celonis is the market leader in AI-enhanced Process Mining and Process Excellence. Headquartered in Munich and New York with more than 1000 employees worldwide, Celonis helps companies in every industry remove friction from critical business processes and improve execution. The system knows how processes really run, senses friction in real time, and acts with intelligent automation and recommendations. Companies around the world, including Siemens, Uber, Citi, Coca-Cola, and Vodafone, have harnessed the power of Celonis to drive execution and outcomes, generating millions of dollars in value.

"With Userlane, we are able to take users by the hand and show them how to achieve certain tasks step-by-step in our software. This way, we can make our training really engaging by combining the interactive guides with the theoretical parts, which we offer via videos."

David Jeggle
Head of Academy, Celonis

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Implementation and Continuous Optimization

Initially, it took the Celonis Academy team time to restructure the training to include the interactive guides in the IBC training environment. Before go-live, Leonie Martin, Senior Technical Training Manager, worked closely with a Userlane Customer Success Manager to create and configure the interactive guides.

After go-live, Celonis received valuable feedback from users. Based on this, Leonie and the team adjusted the interactive guides to streamline the learning process. Once again, Userlane's Customer Success team provided continuous support to Leonie throughout this phase.

User feedback is an ongoing process, and Celonis consistently optimizes their training content. Moreover, due to the flexible nature of Userlane's interactive guides, updating them is a quick and easy process. This saves Celonis valuable time and helps them deliver highly valuable and easy-to-use training for their users.

Key Results

50%
decrease in effort required to maintain and update training content

After implementing Userlane, Celonis reduced rework effort when updating training content by 50%.

80%
course completion rate

With Userlane's interactive guides, the course completion rate increased to 80%.

Significant improvement in user engagement and satisfaction

About Userlane

As the fastest and most flexible Digital Adoption Solution, Userlane enables large organizations to automate their software support and training so that they can master the challenges of working with a distributed, global workforce. Userlane is designed to maximize software adoption by providing users with in-app interactive guidance and contextual support wherever and whenever they need it most.

"When I first started to create the interactive guides, I received all the support I needed from our Userlane Customer Success Manager. This support gave me the confidence to create and implement the guides myself and helped me understand all the functionalities."

Leonie Martin
Senior Technical Training Manager, Celonis

Easy integration and instant deployment

① Install browser extension

② Create interactive guides in minutes

③ Publish them across your organization

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