

# CASE STUDY SCHUNK



## -50%

CREATION TIME  
FOR TRAINING MATERIALS

## -80%

MAINTENANCE EFFORT  
FOR TRAINING MATERIALS

## +10%

SOFTWARE USAGE  
WITHIN THE FIRST 3 MONTHS

## MANUFACTURER LEVERAGES INTERACTIVE GUIDANCE TO INCREASE SOFTWARE ADOPTION ON SAP SALES CLOUD

*“Enabling sales representatives to focus on selling is vital for successful sales teams. By introducing Userlane to our CRM system, we have greatly increased usability and satisfaction within a few months. Userlane comes highly recommended for any sales team in need of an intuitive approach to CRM adoption.”*



**STEFAN PROSS**

Director Sales DACH and Head of Sales Excellence

## About SCHUNK

With 11,000 standard components SCHUNK offers the world's largest assortment of gripping systems and clamping technology from one source, and with 2,550 SCHUNK grippers the largest product range of standard grippers. More than 3,500 employees in 9 plants and 34 directly owned subsidiaries and distribution partners in more than 50 countries throughout the world ensure an intensive market presence.

## About Userlane

Userlane transforms software adoption by guiding users in real-time through any browser-based process. Operating directly within the live application, Userlane enables employees to instantly master any new software and feature updates without previous knowledge or formal training.

Get in touch with us:  
sales@userlane.com  
or +49 (0) 89 4141 711 71

**CONTACT SALES**

[See it in action](#)

## CHALLENGE

With their SAP rollout, SCHUNK introduced the SAP Sales Cloud as a new CRM solution for their sales organization, consisting of several hundred salespeople. Due to the complexity of the application, the product usage was lower than expected despite the solution's clear advantages.

As a result, SCHUNK's support team needed to produce and maintain various training and onboarding materials such as PDF manuals and newsletters. The additional training efforts led to an increase in employee training costs. This, in turn, meant that both the support and sales teams were overwhelmed with information and materials.

## APPROACH

- 1 Implement Userlane with over 50 interactive guides to train sales employees directly in the SAP application and increase the adoption rate
- 2 Enable support staff by replacing traditional employee onboarding and training materials, such as PDF manuals and newsletters, with interactive step-by-step guides within the application
- 3 Reduce system complexity through interactive performance support by Userlane

## RESULTS

>90% of users want to use the trainings also in the future	<b>Very high CRM user satisfaction</b>
50% reduction in the time spent by the support staff in producing and explaining training material	<b>Improved operational efficiency</b>
80% reduction in the time spent updating training materials after updates of the SAP user interface	<b>Reduced maintenance effort</b>
<b>SINGLE SOURCE</b> of all training-related information, which is accessible directly within the SAP Sales Cloud application	<b>Established lean communication for new CRM issues</b>

