userlane

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

SCHUNK

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

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