



# Nestlé USA Finds a Better Way to Train

Skylful accelerates Nestlé's mobile deployment with On-device,  
On-demand App Simulation Training

## About Nestlé USA

Nestlé is home to more than 200 U.S. locations in 34 states, including 68 manufacturing facilities and employ more than 36,000 people in the United States.

Nestlé's US operations are composed of seven operating companies: Nestlé USA, Nestlé Waters North America, Nestlé Purina, Gerber, Nestlé Health Science, Nestlé Professional, and Nespresso.



Our field personnel are very process focused. We knew there were going to be challenges in terms of getting them to adopt: new hardware, new software and new ways of working."

**Matt Bub,**  
Nestlé USA

## The Problem: A Big Change for the Organization

Nestlé USA was undergoing a major technology upgrade across their Retail Operations and Direct Store (DSD) teams. Called "Project Prius," the program was not only introducing a newly-created unified application and new mobile devices for both work groups, but also introduced employees to new business processes. In order to execute on the newly introduced processes and maintain revenue flow, Retail Operations and DSD staff absolutely needed to be proficient with their devices and applications.



Project Prius was a change in magnitude we hadn't dealt with in the past."

**Matt Bub,** Project Prius Lead, Business Relationship Management team,  
Nestlé USA

### CHALLENGE #1

## Getting Employees up to Speed Quickly on New Tech

The Nestlé project deployment team had to solve several things to ensure a successful launch:

**Getting users comfortable with new mission-critical technology:** The new devices and application were not only employees' window to the world, but also their *means of completing all necessary customer interactions*: product merchandizing, writing orders, invoicing, delivery and stock. An unsuccessful implementation would have *enormous negative implications on business operations*.

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We knew if we did things the way we had traditionally done it, we wouldn't have long-term engagement.

We needed to find a way to get them engaged: not only on what buttons to push, but why they were doing what they were doing.

**Matt Bub,**  
Nestlé USA

**Getting it done quickly:** In addition, the project team was tasked with an aggressive timeline. They needed to roll out the new technology to the entire Nestlé USA field force in dozens of locations within a 6 month timeframe.

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**Getting it done right:** In order to do this without disrupting normal business operations, the team needed to *ensure field personnel were ready on day one* and had resources available to help them when they were on the job at the customer site. And the team needed to know that *field users were engaged and using the application in the right way* on a continual basis.

## CHALLENGE #2

### Finding a Better Way to Train

For a technology initiative like Project Prius, Nestlé USA traditionally would have sent out trainers to various locations, pull employees out of the field for a couple of days, and cram in as much training as possible in order to ensure field personnel were ready to go. The project team realized they had significant obstacles to success using traditional methods:

**Traditional instructor-led training was expensive and ineffective** for long-term engagement.

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**Sales reps and field personnel were widely dispersed across the country,** making it a challenge to deploy trainers in time to meet rollout objectives.

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**There was a lack of internal knowledge and training experts.** Given that this was a new technology solution and incorporated new processes, Nestlé didn't have trainers who were familiar enough with the solution to train users at scale.

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Challenges provided the right incentive in the organization to move to this type of training. Field personnel had to get the right training material, respond to the material and have the ability to interact with the material over the course of weeks versus days.”

**Matt Bub,**  
Nestlé USA

## The Solution: A New Way to Train with App Simulation

The Project Prius team knew they had to come up with an alternative to meet deployment timelines and ensure success. They sought a new training solution which would:



Allow them to train their entire sales and field team with limited training resources.



Create and deliver the vast amount of training content and materials without delaying their rollout dates.



Give employees the flexibility to learn on their own schedule without taking them out of the field.

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Ultimately the team decided that a digital training solution, one that incorporated application simulation on the actual devices of employees was the ideal solution to their challenges.



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We were able to partner with them for everything. They were a one stop shop, and it allowed us to interact with one vendor who could provide the platform, create the content and provide support during the deployment.”

**Matt Bub,**  
Nestlé USA

## Partnering with Skylful

The Nestlé project team selected Skylful to implement an end-to-end solution that combined innovative digital learning technology with content development and support.

At the core of the technology was an *application simulator* that provided learning that was:



**On-Device:** short, impactful microlearning app simulations were delivered to employees' mobile devices.



**On-Demand:** The training content was available to field personnel where and when they needed, allowing learners to take training during their normal downtime without setting them back.



**Contextual:** The courses and lessons were focused on concepts that were relevant to the Retail Operations and DSD roles, which allowed them to learn the application in conjunction with new business processes.

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Additionally, the technology provided *analytics via a dashboard* for project leaders so they could monitor the program and employee progress in real time.

And finally, Skylful was able to take considerable burden off the project team by *creating all the simulator lesson content* needed for training and *providing hyper-care support* for users during deployment.

## The Outcome: A Successful Launch and Happy Employees

We'll let Nestlé speak for themselves about the experience and results:

**On effectiveness and employee satisfaction:** "What was absolutely shocking to me was the feedback from sales team on the ability to train on their own. They were able to focus in on themselves. They retained more because they weren't embarrassed to go back and look at something again; or without other people asking questions."

**On training content and meeting timelines:** "It was a true partnership when it came to creating the content and material. We were able to churn out lessons and modules faster than I thought we could."

**On long-term engagement and new hire training:** "There was an eagerness within the business to continue to use the platform for continued onboarding of new employees. They felt very comfortable taking it as is and using it for new hire training."

**On training visibility and the ability to be proactive for users:** "The visibility and metrics should not be undersold. The dashboard became our internal 'people metric.' We were able to proactively use the dashboard to see how users interacted with training. We could identify sales reps that needed help and were able to get people closer to help them. Instead of waiting for people to call in and raise their hands, we were able to be proactive."

**On the ability to help the project team succeed:** "Digital allowed us to cover training for the entire team with essentially 5 experts. It otherwise would not have been feasible to do in the time frame."

**On reduced need for help-desk support during initial deployment:** "We were actually able to close our hyper-care room early. That's highly unusual."

- Matt Bub, Nestlé USA

## Contact Skyllful



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