# Video training for Salesforce: a definitive guide

Video training can deliver highly effective training at a fraction of the cost of classroom training. This paper sets out five reasons why video can be a better strategy than classroom training and written materials.

There's no denying that video has transformed the way we learn and absorb information.

It is the medium of choice for many and it's widely considered more engaging than written material. This is borne-out by statistics on internet traffic. Cisco estimates that IP video traffic will be 82 percent of all IP traffic (both business and consumer) by 2022[1].

When it comes to training in a work environment, video offers flexibility that classroom training cannot provide. Employees are 75 percent more likely to watch a video than to read documents, emails or web articles according to Forrester Research[2].

The brain is much better at processing the visual information and recall from visual learning is generally better.

**1** **Remembering and Processing Visual Instruction: The benefits of resource on demand.** Whether or not we think we have a great memory, studies show that we're not great at retaining information in a training context.

**82%**

of internet traffic is expected to be video by 2022 content

1) https://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/white-paper-c11-741490.html
2) https://www.forrester.com/report/Enterprise+Videos+Future+Aligns+With+Customer+Obsession/-/E-RES99802#figure3

# Video training works

Research by SAVO Group showed that seven days after a training session, the average employee forgets 65 percent of the material covered and that, after six months this jumps to 90 percent.

Whilst these figures might be subject to caveats on the basis that they will refer to a specific scenario, they illustrate a point. We only remember what we want to remember and we quickly forget what we don't use and practice every day.

Video-based learning helps with this in two ways. Firstly, visual presentation of information has been shown to increase knowledge retention by 25-60%. Secondly, the 'on-demand' nature of video training resources means that we have an easy point of reference for quickly 'refreshing' on training.

Contrast this with classroom training. Organising sessions can be administratively draining and it can be difficult to get everyone in the same room at the right time.

Video training allows learners to access content at a time that works for them. It also allows them to revisit that content when they need to.

**2** **Video learning can reduce training costs considerably.** The costs associated with classroom training can be considerable. Travel expenses, catering and trainer costs can add up.

One of the less obvious (but often more significant) costs is the opportunity cost of the time given up by the employees attending the session.

It's easy to appreciate that the total cost of training can run into the thousands on a per-session basis. Multiply that by the number of training sessions and groups and the true cost of classroom training soon



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## 65%
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## 25-60%
video helps increase knowledge retention by 25-60%

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becomes apparent.

Companies that have made the switch to video learning report savings of up to 95%. Microsoft is reported to have reduced elements of its per-employee training costs from $320 to just $17, where delivered through video.

Once virtual training materials have been created, the incremental cost of training per user is negligible, as opposed to classroom training, which has a relatively steady cost per employee (even at scale).

**3** Video drives a consistent training experience. Video promotes consistency in the training experience; the syllabus doesn't differ, dependent on the trainer's expertise. With video content you can be confident that your team has received relevant training that covers the topics you need it to.

**4** Video content can easily support changes to a syllabus. Salesforce have three releases a year. The most forward-thinking businesses will be constantly developing their Salesforce instance to introduce new features and make the most of the platform. The downside of constant development means that you have to keep your team up to speed.

With classroom training, this can mean hosting new training course every time you introduce a new feature or producing documented training materials that can't

support the simulation experience in the way that video does.

Video training helps overcome this issue. Training on new features can be as simple as producing or re-editing a video to support the roll-out; much easier and less expensive than developing a training course and far more likely to gain traction than a 'how to' guide.

> **Microsoft reduced training costs per head from $320 to just $17 in specific areas by implementing video training**

**5** Micro Learning. Video promotes micro learning. Learners appreciate the availability of learning what is relevant to immediate job needs.

Learner needs and levels of pre-existing comprehension differ; which is why it doesn't make sense to sit all learners in the same training session or to give them the same exhaustive training manuals.

With short 5-10 minute videos, organisations can present relevant, easy to consume materials that 'guide', rather than instruct.

Shorter video content keeps the attention of the learner and allows them to skip the stuff that they have already mastered. Delivering relevant, targeted micro-learning saves time (cost) and promotes better engagement.

# What advantages does in-person training have over video?

Whilst the case for video over classroom training is compelling, it's not a panacea for all businesses.

Video training can miss the mark in areas where classroom training delivers.

The first of these is the feedback loop. Feedback loops are essential in any training program. Knowing whether the training is relevant and if it addresses all the questions that your learners have is important. If training is delivered consistently by the same trainer, he or she can fill in the gaps or supplement the training 'on the fly', in ways that video cannot.

Secondly, in-person training allows for better testing of comprehension. A good trainer will find ways to test a learner's comprehension and address any gaps. Training sessions geared towards 'workshopped' practical examples tend to be interactive and it's easier to ensure that all learners get to the required standard.

So what's the answer? In many organisations, the answer might be a blended approach to training; with one or two sessions per year, supported by video resources as a refresher, or to tide-over new starters.

Organisations looking for bigger savings might consider simulating that feedback and comprehension loop by hosting the video content in a Learning Management System ('LMS'); or even a Salesforce app that supports Chatter. A well-designed platform can allow collaboration around video resources. It can allow learners to ask questions, to follow users or Subject Matter Experts and build a community reference element around each topic.

Keep the feedback loop and build a Chatter or LMS community around training resources
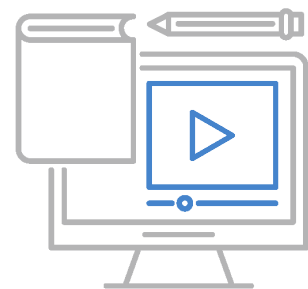
Consider a blended learning approach

# Better quality training, at lower cost

As consumers, we are increasingly focused on video content. It's often easier to consume and we respond better to visual content than written text.

There's no significant difference in a training context. We don't have time to scour training manuals. Often, we just want someone to show us how it works – on demand. This is especially true with instructional content relating to software like Salesforce. Users don't have time to read and re-read training manuals.

Video allows organisations to deliver dynamic, standardised, relevant content. Most importantly, it allows learners to consume that content when they need to and consume as much or as little of it as they need.

Whilst video isn't the only solution for organisations, it can render huge cost savings and, used in conjunction with in-person training (or a well-designed LMS or similar platform), it can improve the learning experience for staff considerably.

Video allows organisations to deliver dynamic, standardised, relevant content.

Most importantly, it allows learners to consume that content when they need to and consume as much or as little of it as they need.

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