



# HOMEBUILDING CASE STUDY

## Overview

JPW joins one of the largest homebuilders on their Lightning Journey. They build homes in some of the most desirable cities in the nation and for all stages of life: first home, move-up home, or a multigenerational home to accommodate changing family needs. The homebuilder chose Salesforce Lightning as their CRM on a going forward basis, for all of their Sales, Construction and Support associates across the nation, and partnered with JPW Consulting to ensure a successful roll out.

## Challenges

- 8 roles and 4,400+ total users across 39+ cities needed to hear the same message.
- Regions are segmented across the nation and each region is encouraged to be entrepreneurial.
- Change was difficult for many of the users and there was some resistance, especially since some of the associates were learning their 3rd CRM in a 3 month time period due to an acquisition.
- They needed a comprehensive adoption and training program to support their Lightning rollout due to the level of change.
- The entire company needed to be rolled out by the end of October, 2018. Training began in January, 2018.

## Solutions

- JPW gained an understanding of business processes and how they related to their customized version of Lightning.
- A comprehensive, role-based training program was developed for all 8 individual roles.
- Training was delivered in a high touch, white-glove manner to ensure low resistance and high adoption that focused on the Day-in-the-Life and What's In It For Me (WIIFMs) of each individual role.
- Training was done in phases across the nation. There were 2 trainers and 1 SME at every training location to support the individual role training over a 2-4 week period.
- The 2 trainers and 1 SME also provided desk-side support (Hypercare) with every individual associate after go-live to increase usage and adoption.

## Results

- JPW Consulting developed a customized training program and supported a custom rollout strategy to meet their needs.
- JPW Consulting's experienced facilitators successfully trained the associates.
  - 319,140+ Miles flown/driven
  - 191+ Hotels across the U.S.
  - 39+ Cities visited
  - 4,400+ Associates trained
  - Training was completed on-time.



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