

Drive Salesforce Adoption

Provider of Heavy-lift Equipment Rentals

Challenge

Enhancing customer service and driving revenue growth motivated an equipment rental company to implement Salesforce and consolidate recent corporate acquisitions.

To optimize the use of Salesforce, the company wanted to develop a comprehensive workforce enablement program for its team of over 3,500 employees. To ensure success, it was key to streamline communication and improve tracking and performance.

Solution

TEKsystems Global Services created an innovative learning experience and performance support solution, including contextualized content.

- Developed and delivered virtual instructor-led training for managers and end users.
- Produced job aids to guide desktop and mobile users through key processes.
- Conducted train-the-trainer activities to support training beyond the engagement.

Our team established a strong partnership with the customer to meet the immediate needs and provide a solution to deliver long-term impact.

Results

We delivered engaging learning experiences and performance support tools to drive adoption of Salesforce across the enterprise.

Our approach addressed key challenges.

- The customer operated in over 50 cities and faced a complex, competitive environment. Our high-impact training helped the team align and accelerate growth.
- Employees and managers needed a solution to help them understand the benefits of adoption and focus on the skills needed to transition. We fully considered change management as part of our program.

With our focus on impact, we delivered a contextualized learning program and maximized the customer's return on investment.

3,500

employees prepared for adoption of Salesforce in more than 50 locations across the country.