

# LIGHTNING JOURNEY FOR ONE OF THE LARGEST US HOME BUILDERS

*The path to success began with mapping out the end to end journey, weaving in technology, not being afraid to fail, and taking the client's current processes and marrying them with Salesforce.*

## ***It Began With A Goal***

Implement 3 Salesforce Clouds (Marketing, Sales and Service simultaneously); Deliver Salesforce to 39 Business Divisions with 4500+ users, and Migrate 10 years of data from 3 legacy systems... **in less than one year.**

## ***They Got Off to a Rocky Start***

The initial road they took, which involved rolling out Salesforce Classic to the Enterprise did not go as planned. They quickly realized the need to **pause, re-evaluate and look at how they could do the rollout better.** For example: assess Lightning vs. Classic and explore early data cleansing, look at how associates learn and approach training differently, review internal processes, and view this as a **re-engagement** not relaunch.

## ***An Evaluation Found the Problem***

Their current partner was not challenging or guiding them. They needed a fresh perspective and approach to Training and Change Management. Speaking to other organizations made it clear they were not alone, there are resources out there to help



## ***JPW Consulting Steps In...***

### ***How Did They Get Back On Track?***

It started with choosing the right partner who had experience with large scale Lightning rollouts, identified areas of concern, had a team of professional Salesforce Instructional Designers and Trainers, and a proven Train-The-Trainer strategy.

### ***What Changed?***

JPW approached communication differently, and put a renewed focus on learning and adoption. Next, they utilized the "Day in the Life" approach and built the training with the WIIFMs in mind. Finally, they invested in Train-The-Trainer to get everyone on the same page which was crucial to the success of the rollout

### ***Did It Work?***

Having the structure and discipline in place to support a successful communications, training and adoption strategy was pivotal to the client's success. Getting the right team and content in place was crucial. Clear and continuous communications was vital to the success of the rollout. Hypercare was critical to provide the support in their offices to drive adoption.

### ***To Be Continued...***

The initial rollout was not the end of the road, a need for a post launch strategy for ongoing training was identified. The client saw the value in not viewing training as one and done, but as a continuous effort.