

Delivering Training Material 80% Faster

Case Study

Media company uses BusinessOptix to design consistent processes and training materials to support users

A media company made a significant investment in a major CRM platform. However, an inability to meet the individual needs of all stakeholders meant it was having a negative impact on sales. For example, revenue dropped as sales staff could not access time-sensitive information.

The company brought BusinessOptix in to design consistent sales processes and training materials to support the users. To enable users to quickly get up to speed training material was embedded into the application so it was available in context.

BusinessOptix ability to map the processes, add help and support information and then embed this information into the CRM platform meant that training materials were created and delivered to users 80% faster than in the past allowing the sales staff to increase revenue and access information in a timely manner.



About BusinessOptix

At BusinessOptix, we help organizations Control Today, Navigate Tomorrow™ to achieve the next level of customer and operational excellence. Our cloud-based Business Process Transformation suite is used by hundreds of global firms to capture and redefine business operating and process models, accelerate transformations across the enterprise, improve operational efficiencies and streamline go-to-market processes.

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