

“They always try to break the mold and offer new and unique solutions for each new project.”
~ Creative Director

“ I love working with Michaels & Associates because they have a ‘can-do’ attitude and are always happy to offer the best solution they can think of.”

~ Creative Director

CHALLENGES

The value of a new CRM software system is not perceived and therefore not used by dealerships

Those who are using the system are not using it effectively

APPROACH

Determine the best methods to address the low usage and educate users on the system

Devise a blended learning program comprised of videos, software simulation, user guide and marketing campaign

Train dealership employees on the system using an engaging 45-minute e-learning course

Motivate learners to use the system with an effective incentive

RESULTS

The blended training is promoted with use of a corporate marketing video and an updated user guide

Dealers complete training and take advantage of incentive, helping them grow their business

92% of dealerships enter 100% of customer leads into the software

Proper usage of the CRM tool increases customer satisfaction and demonstrates 31% higher sales conversions rate



AUTOMOTIVE MANUFACTURER SEEKS INCREASED ADOPTION RATES FOR CRM PROGRAM

An industry-leading automotive training company looked to expand their offerings by partnering with Michaels & Associates to provide blended learning to their client, the U.S. corporate headquarters for a Fortune 100 automotive manufacturer. The manufacturer had recently developed a new Customer Relationship Management (CRM) tool for use by their dealerships.

The manufacturer encouraged dealership sales teams to enter customer lead information into the CRM program which automatically communicated with these prospects through online and offline messages. The program was designed to successfully establish a strong affinity for the automotive brand and develop customer loyalty while owners wait to take delivery of their vehicle.

Six months after the program was delivered to the dealerships, the corporate office found the CRM tool underutilized. They wanted to increase usage by communicating the value of the program to the dealership sales teams.

Our partner enlisted Michaels & Associates to help create an effective training solution to increase adoption rates of the new CRM program.

" To Michaels & Associates, nay, our extended family who has worked tirelessly to ensure our vision has become a reality – and never said anything but, 'How else can we support you?', I thank you."

~ Automotive Manufacturer's
Training Manager



PARTNERS COLLABORATE TO CREATE BLENDED PROGRAM AND INCENTIVES

The manufacturer expressed that only a small percentage of dealerships were using the program and that the only support material for the software was a 51-page user manual. Few people referred to the manual and typically only entered partial information into the system. Clearly, dealerships weren't aware of the software's benefits and how it would help them perform their daily tasks.

Michaels & Associates and the training partner determined the best answer to the identified issues: create a blended learning solution that includes a 45-minute e-learning course, an updated user guide and a corporate video used to market the program.

The e-learning course was developed in an authoring tool selected by the manufacturer for ease of internal future updates. It included the following elements:

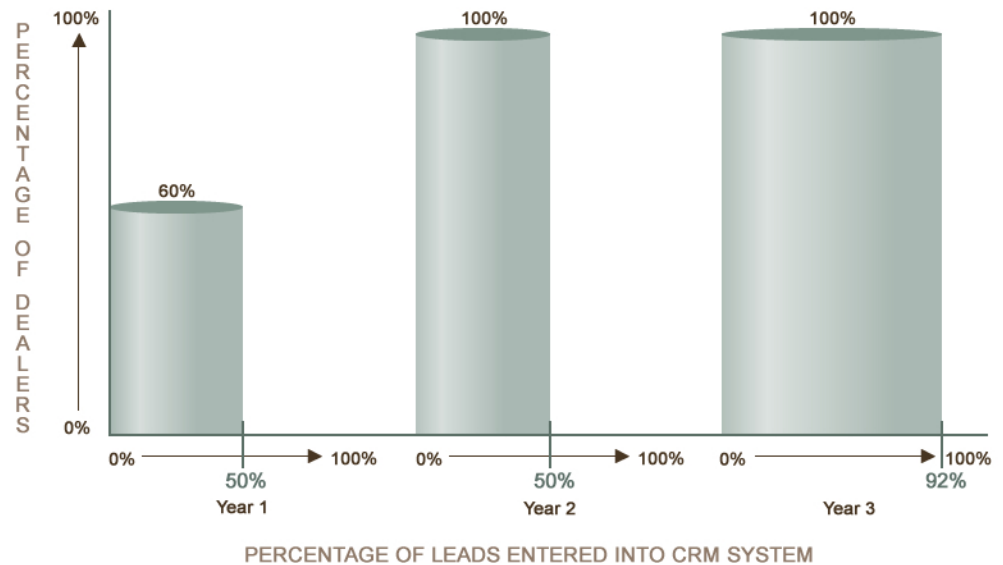
- Interactive software simulations
- Corporate branded videos
- Animated software demonstrations
- SCORM-compliant package to plug and play with LMS

Learners were also given an incentive to complete the training and use the software. If they reached and maintained a minimum software usage rate of 50%, the manufacturer would directly e-mail them a list of leads—a list that otherwise had to be manually accessed in a time-consuming, multi-step process.

SPOTLIGHT

The CRM program makes life easier for the sales team by allowing the corporate office to communicate to customer leads on the dealership's behalf. These communications provide general information about the automotive brand and the model that the customer has expressed interest in. It also builds loyalty to the automotive brand and to the dealerships.

Dealers entering at least 50% of their leads into the CRM tool automatically receive new leads from the corporate office. This takes the pressure off sales associates and lets them focus on dealership traffic.



TRAINING LEADS TO 100% OF DEALERSHIPS USING THE SOFTWARE

The blended approach to the training initiative launched with a marketing video and user guide. These were posted to the company intranet and promoted the features and benefits of the CRM tool. Due to the successful marketing campaign, motivation about the program increased, and when the e-learning went live, employees immediately enrolled in it.

Within weeks of launching the blended learning solution, many dealerships' use of the CRM system jumped. By the end of the first year of training, more than 60% of all dealerships had met the 50% usage requirement to receive their incentive. This meant that more than half of all dealerships put at least half of their customer leads into the system. At the two year mark, 100% of dealerships input at least half of their leads into the CRM system and received new leads directly through the incentive program. By year three, 100% of the automotive manufacturer's dealerships were entering a minimum of 92% of their customer leads into the CRM tool.

As an added benefit to increased usage, the dealerships continue to see an increase in customer satisfaction. Also, dealerships that have completed the training and now use the CRM tool average a 31% higher sales conversion rate, further demonstrating that properly communicating the value of the program through blended learning helps meet business goals.