Operating at the intersection of a range of emerging technologies, this global company is known for its innovative approach to delivering business value for its customers. But a vanguard cannot stand still — to continue to help its clients compete in the modern marketplace, the company recognizes that it is critical for staff to be able to rapidly upskill, as well as to disseminate knowledge based on new trends and insights from the field.

That need is particularly important for the sales team, which is highly mobile and needs to be especially responsive to the latest market intelligence.

To support that need, sales team leadership has begun to focus on ‘just-in-time’ learning. Sales enablement activities often help sales representatives quickly access and consume bite-sized learning materials at the point of need.

Seeking to expand the team’s options for creating and sharing content, the company’s sales enablement team began investigating the possibilities offered by video to enhance the company’s sales training and knowledge-sharing activities.

As the team explained, “When you work for a company that focuses on innovation, you need to embody that innovative approach in your training and development activities. When we thought about the dynamics of our sales team and how we could best support them, we became increasingly interested in the idea of microlearning and the kinds of tools that might facilitate this approach.”

“We also wanted to find a way to beat the ‘forgetting curve,’” the team continued. “With so much training material forgotten by learners within a fairly short time, any tactic to help our reps retain information is bound to have a positive effect on staff productivity.”

About the company
A global information technology, consulting, and outsourcing company focused on helping its clients adapt to the changing digital environment using a range of emerging technologies.

Recognized globally for its comprehensive portfolio of services, a practitioner’s approach to delivering innovation, and an organization-wide commitment to sustainability, the company is home to more than 100,000 employees and clients across more than 50 countries.
“The more we thought about it,” said the team, “the more we felt that video could help us address both issues. The ability to quickly record and share a new insight could help deliver the ’just-in-time learning’ that is so key to remaining competitive in a sales scenario. And the ability to review recorded material on-demand to consolidate learning offered a great response to the challenges posed by the ’forgetting curve’. We also felt that video offered an easier way to digest certain types of information and so would be more engaging for the team.”

After reviewing the video platform options available, the sales enablement team chose to implement the Panopto video platform to enable the team to begin integrating video into their day-to-day activities.

Getting started:

Formal Sales Training Videos Find an Enthusiastic Audience

Initially, the sales enablement team began using video to create more formal sales training recordings. These were produced by a small, centralized team and covered all of the most important sales topics, from processes related to account planning to go-to-market strategies and how to pitch different solutions to different audiences.

The videos proved instantly popular with the sales team and views of the recordings grew rapidly. To date, the company has published over 200 sales enablement recordings which are being used by 1,800 active users within the organization.

Taking the next step:

From On-Demand Recordings to Live Event Broadcasts

Having experienced initial success recording formal sales training, the sales enablement team decided to expand their use of the platform. They wanted to use Panopto’s live broadcast functionality to live stream the company’s quarterly events.

As the company has a large and geographically dispersed team, communicating in a consistent manner across different regions had previously posed a significant problem. Live streaming with Panopto offered a great opportunity to overcome this challenge.

We see huge potential to use Panopto to facilitate collaborative and social learning. Our reps are already familiar with Panopto from the sales training we’re now delivering with Panopto, and having taken to the medium so quickly, we think that it’s only a matter of time before video-based knowledge sharing becomes mainstream with our staff. We expect this will offer many benefits to the organization and improve our productivity and our ability to adapt to rapidly shifting markets."

Thanks to Panopto’s flexibility, the team could use three cameras to capture all the action and rely on Panopto to automatically synchronize the separate video streams into a seamless whole to create an engaging experience for their viewers. They could also use video and audio switchers to make sure they could achieve the level of quality they felt would be appropriate for the audience, which included senior executives.

In its first quarterly event live broadcast, the company streamed 9 hours of content. More than 600 staff members watched the event live stream, and an additional 200 employees have since watched the recording of the broadcast on demand.

Looking to the future:

Expanding Mobile Learning and Social Learning with Video

Panopto allowed the sales enablement team to both improve the delivery of core sales training and open up new possibilities for collaboration and communication.
The team has found that Panopto’s simple, easy-to-understand user interface has played a key role in the speedy adoption of Panopto amongst the company’s sales reps. Panopto’s mobile apps for Android and iOS have made viewing sessions on the go simple and, as recordings can also be downloaded for offline viewing, truly put the sales reps in control of their learning experiences.

With Panopto now successfully powering the company’s microlearning initiatives and enabling employees within the company to connect over vast distances, the company has set its sights on using Panopto to support social learning.

As the team notes, “We see huge potential to use Panopto to facilitate collaborative and social learning. Our reps are already familiar with Panopto from the sales training we’re now delivering with Panopto, and having taken to the medium so quickly, we think that it’s only a matter of time before video-based knowledge sharing becomes mainstream with our staff. We expect this will offer many benefits to the organization and improve our productivity and our ability to adapt to rapidly shifting markets.”

Some early adopters are already recording their own internal training sessions with Panopto, using their laptops to record a ‘talking head’ presentation along with slides, screen recordings, and other video recordings, so that they can share critical information with their teams. This, coupled with moves to integrate Panopto more fully into the sales process, will take video learning and communication at the company to the next level.