

Delivering **Zero** **Classroom Training** with Improved Apps

Helping customers get the most out of their Salesforce investment

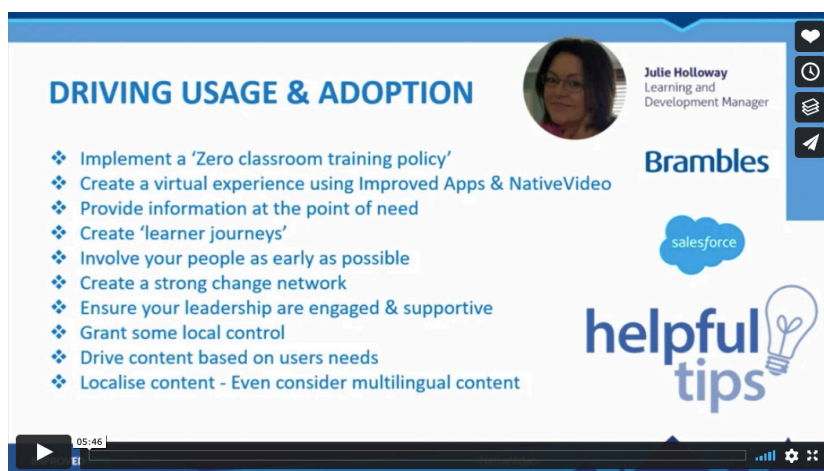
**Deliver the right information
in the right place
at the right time
for the right person**

Let us start with a customer's approach to zero classroom training and their TOP 10 tips for driving digital transformation, usage and adoption in the current climate...

- Implement a 'Zero Classroom Training Policy' using the Salesforce platform'.
- Create a virtual experience using Improved Apps.
- Provide information at the point of need.
- Create 'learner journeys'.
- Involve your people as early as possible.
- Create a strong 'change network'.
- Ensure your leadership are engaged and supportive.
- Grant some local control.
- Drive content based on users' needs.
- Localise content - Even consider multilingual content.

"We implemented a zero-classroom training policy which met with resistance from users who were used to classroom training! Our immediate "need to know" pieces of learnings; In-App help learnings, were, critically, supported by a strong change network of respected experts in each department."

Click on the 5-minute video below to hear top tips from Julie Holloway, Learning and Development Manager at Brambles on how they successfully implemented a 'Zero Classroom Training Policy' using Improved Apps. <https://vimeo.com/492778821>

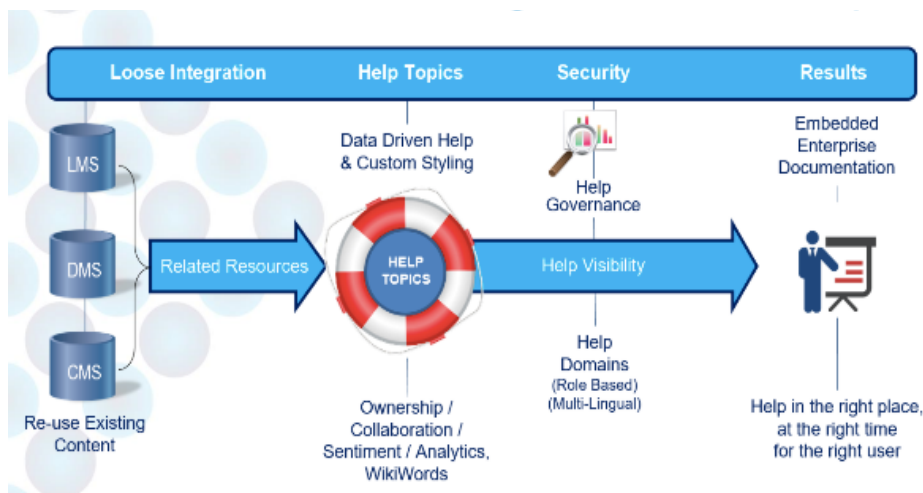


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Something has changed recently...

'Give a person a fish, they will feed for a day, teach a person to fish they will feed for life.'

- Wow! Times have changed quicker in the last 12 months than the previous 5 years all put together. Resolving the issues behind the delivery of Training, Education and Learning, 'the new way' has forced many businesses to re-think everything. It is clear a different approach is needed. Some businesses are trying to paper over the cracks. However, Improved Apps are helping businesses like yours get closer to a real (crack free) solution than anyone else, with a focus on quick, measurable wins.
- First, all the old paradigms of Education (Knowledge Transfer) and Training (Skill Transfer) are still relevant, but current training methods (self-paced training, instructor led training, video training, e-Learning) are perhaps less relevant to remote workers and globally distributed training audiences.
- The use of the internet to deliver solutions anywhere, anytime and any place, means that learning opportunities need to be supplied in a similar way. This presents user-management with the challenge of delivering a whole range of learning and training opportunities dependent on language, skill level, role type, solution and company and/or division rules and processes.....turns out this is quite complex!
- This is before you unearth the challenges of providing skill-level measurement, certification, integration with existing skills, and learning management systems (LMS) and access to DMS (Document Management e.g. SharePoint, Google, Enablement) and CMS (Content Management Systems).
- The old reluctances to cost of learning, reluctance to participate, and maintaining users attention on webinars, plus how to cope with solution changes are also more valid than ever.
- These challenges can all be overcome with Improved Apps Zero Classroom Training and Learning frameworks, using something we call the 'User Engagement Layer' for Salesforce.com



Key Issues and Requirements

- How do I ensure compliance certification for the training and education delivered?
- What happens when the solution changes or is updated?
- I want to understand the ROI of the training I deliver.
- I want to establish where there may be learning issues in the product or the user or our processes.
- I want to measure skill levels and provide training/learning certificates for my users, if appropriate.
- I want to be able to deliver a base training package to divisions that can then be modified to fit each divisional need.
- I want to deliver training to all countries and languages without necessarily translating everything.
- I want to provide access to CMS and DMS systems in a multi-language global environment.
- I want to integrate with my Learning Management System (LMS).
- I want my users to be able to top-up their learning whenever and wherever they want.
- Changes must be delivered with training material when they are released.
- Training takes too long to deliver especially at product release.
- Training provided should incorporate instructor led material, videos, and should integrate with gamification seamlessly.
- Information at point of need (IPoN) is now essential. To provide help and guidance whilst users are in the flow of their day-to-day activities.
- Training must be part of a coaching/mentoring program with the ability to seek help and guidance.

“We strive to deliver the most trusted, quality, flexible solutions, which meet critical business challenges in today’s new world. Furthermore, our Customer satisfaction survey ran in December ‘20, showed a 92% CSAT score, demonstrating that our Customers love our solutions too”

Martin Little
CTO/Co-founder

Improved Apps Zero Training Solution

Improved Apps deliver their training solution to address all these issues as an integral part of Salesforce. Training Guides allow a user to select a guided tour as and when it is needed, entering, and leaving guide without the need to complete it (great for top up purposes). Access to training notes, videos, and other pertinent content are identified for the user as a pre-requisite.

Individuals can access the appropriate material as and when it is needed (Information at Point of Need, IPoN) and is selected for them based on role, skill, position in the application etc. Changes to applications are readily highlighted and guides can be delivered to cover just this change.

A very flexible, extensible solution with multi-language functionality, and the ability to load base level information packages of material for modification/extension by other user types or divisions.

This approach to the learning challenge means an approach that it is sufficient for all training challenges in our modern world and can integrate and complement other traditional training methods.

'Over 80% of what is learned during training is forgotten.'

A new approach to learning by Improved Apps addresses this fundamental classical problem by allowing users to dip in and out of material as and when required.

Key Business Benefits of Improved Apps Training Solution

- Maximise the value of your Salesforce investment.
- Train your users in your applications and provide the right help, in the right place, at the right level for the individual and role, at the right time.
- Create 'self-help' and 'Help Journeys' to address users queries in their moment of need and deliver information at point of need.
- Allow training guides to be used as part of a help solution so that a user can dip in and out at any point.
- Shorter onboarding and training times.
- Cut the learning curve with in-application help and guidance.
- Provide work performance support.
- Effective knowledge transfer and delivery.
- Compliance assurance.
- Reduce errors and interruptions.
- Identify areas for additional training requirements.
- Measure the success and use of training.
- Allow both simple and detailed feedback or request for mentoring.

“If you cannot measure it you cannot improve it” - Lord Kelvin

With the high investment made in training workers on using business software, companies want to see a result that is tangible, measurable, and long-lasting. Measuring use and allowing modification of existing material is of paramount importance. Identifying training material, individuals, or applications that have issues. Deploying an ‘Early Warning System’ is now critical.

Improved Apps helps enterprises train their employees faster, accelerate employee quickly to high skill level, and help them to successfully apply what they learn and allow them to re-learn. Employees receive immediate and direct guidance, in the moment of need (IPoN), helping them to perform their most important tasks, no matter how complex.

Authoring and Publishing for any audience

Easily create a cohesive, enterprise ready help, training and documentation environment for all your Salesforce users. Manage how your users interact with your applications using the provided tools.

- Easy Training Topic authoring for maximum content reuse
- Provide different Training for different users
- Remove the need for lengthy under utilised training guides or reference material

‘Users need nuggets of help within their Salesforce pages’

Provide locally defined, rich-media content for training and easily embed these nuggets of Help within your applications – place help right at the user’s point of need (IPoN)

- Users are provided with guides and quick reference material. These are re-entrant and can be entered or left at any point relevant without the need to start all over again.
- Training needs to be engaging and actually help the users do their job better.
- Do not let users waste time searching or asking for help.

Guide Users Through Your Processes and Monitor Use

Create interactive help guides, to step your users through your processes, procedures, and methods ... Track which users have clicked on which steps in your Help Guides.

- Help Guides work in View, Edit or even whilst users are using in-line edit mode.
- Prompt users and highlight key fields or show them what they should be doing by way of simple examples.
- Guide Users in a linear or non-linear (like a check list) manner.

Key Opportunity Field Guide

Naming convention is critical to get accurate, as we use this for forecasting - for more information, click the '?' mark for an example/explanation

Step 1 of 6 Next

Name	** Global Media - P
Account ID	CC Retailer
Revenue Type	New Business
Campaign ID	
Primary Competitor	Business Objects

Make all this work for your Users on their chosen mobile devices

Make sure your content is accessible to your end users, wherever they are, and however they prefer to consume your content.

- **Authors:** Write once, with zero deployment for any other device – just get instant access of in-context content from any Salesforce supported device.
- **Users:** Search help, skill up with 'Reading Lists' and bookmark help whilst on the move.
- **Sys Administrators:** Just deploy native components to page layouts, or as a global publisher action (just 15 minutes effort!)

“if you can get a signal and you’ve got the salesforce mobile app, you can access content-sensitive training - wherever you are”

About Improved Apps

Improved Apps Ltd was founded in 2011 to deliver innovative applications that drive Salesforce adoption through ease of use and an enhanced user experience. We support customers' Salesforce cloud strategies – which are about creating a unified experience across:

- Standard Salesforce applications – CRM, Console, Communities, and mobile
- Enterprise applications built on the Salesforce platform
- Third-party applications bought through the AppExchange
- Applications that are non-native but integrated for access by Salesforce users

Our Improved Apps are born out of many years of real-world Salesforce.com experience – implementations, developments, training, and our own day-to-day administration and usage. Our applications are all 100% native salesforce – guaranteed and trusted.

