



## Case study

# Custom multi-level training enables global rollout of SharePoint B2B websites

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### Customer profile:

This global real estate management services company has over US\$50 billion in revenues and 50,000 employees in 80-plus countries.

### Situation:

Our client implemented a global reworking of over 50 public corporate websites using SharePoint Server 2013.

Successful implementation required the systematic preparation of over 150 marketing professionals in 20 countries who maintain the previous websites.

### Solution:

We developed a training program tightly customized to this client's business needs, new policies and changed technical processes.

The program employed a blended approach: classes online, written instructions, online videos, and individualized trouble shooting help. Over two years, the client's global rollout teams, their country-level implementers and then their diverse end-user content managers were trained in implementation, best practices and ongoing site maintenance.

### Benefits:

The whole program required one dedicated EBT consultant person to develop and execute the global training – from beginning to end.

The client estimates that EBT's training solution saved them US\$500,000 overall.

This program prepared a smooth and successful implementation of a complex rollout based on a workforce well prepared for new responsibilities and standards.

### More Information:

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**This corporate client carried through a remarkable renovation in their global collaboration and content management systems.**

**This project redesigned and reconceived the firm's intranet, client extranet and Internet sites based on Microsoft Office SharePoint Server 2013.**

**The restructuring and redeployment of the firm's 50 international websites required preparing 150 marketing professionals to take on new responsibilities and master new technologies.**

**Our innovative custom training project solved this problem with minimum costs, enabling the websites rollout to successfully start generating new customer interest and significant new revenues.**

### Situation:

The corporate client has over 50 websites in countries around the world. The ambitious reworking of websites rested on the implementation of new SharePoint technologies. Local and regional content management now required a new set of skills and processes. In addition, the client developed important new branding and quality standards to accompany the changed new sites.

Uploading website content is the responsibility of local marketing professionals who often have little web training or time to dedicate to web maintenance.

Significant budget constraints made it impractical to resolve these problems through new hiring or the transport of far-flung professionals to centralized classes.

Our project carried out a systematic needs assessment, based on interviewing developers, branding designers, regional website managers and the stakeholders of the overall SharePoint conversion. It became possible to identify a specific set of skills, standards and concepts that needed to be introduced and reinforced.

## **Solution:**

We developed a global plan to offer this client's global Content Managers several layers of customized training in blended formats.

- Six 90-minute courses were developed. Each covered a specific aspect of the website transition and maintenance process. Each course was created quickly after the finalized web processes emerged from development.
- These instructor-led classes were delivered over the internet using Microsoft Live Meeting. Classes were scheduled to enable content managers in diverse regions to attend classes online during their local work hours.
- These classes taught mastery of this client's customized SharePoint web content management system (CMS), corporate best practices for workflows and display, search engine optimization (SEO), deployment of professional web images, multi-language web strategies, and concepts of pageless web design using customized SharePoint webparts.
- A training documents library was made available on an internal collaborative SharePoint page. This library offered 25 different written and video resources to follow up on instructor-led training.
- Short illustrated instructions were developed to walk content managers through each specific task – including uploading press releases, research documents, images, videos, new employee information etc.
- Self-paced video courses were developed from recording of the online classes, enabling content managers to refresh their skills. The videos also allow the client to train new replacement content managers in the future.
- The course instructor and the Regional web management team then provided individualized troubleshooting help to content managers with specific challenges.
- This whole project required one dedicated EBT consultant who conducted needs assessments, the instructional design, specific curriculum development, instructional design, training delivery, supplemental video and document development and project summation. As a result of this concentrated skill level, the overall cost of the project was remarkably reasonable for the client.

## **Implementation:**

Over two years, this training program was developed and delivered: The training courses were delivered in over 100 class meetings to over 250 participants in 20 countries.

- These included group classes from 5 to 20 participants, and some cases of one-on-one tutorial for key players.
- Most content managers took four classes.
- About a quarter of trainees only needed one skill (News posting, Research posting, HR Job Posting). Specific courses were designed for those more-limited needs.

## **Benefits**

- The website component quickly produced results in the form of website-generated revenue – in addition to the more intangible advances in the firm's branding, international presence and reputation for thought leadership.
- The training program enabled a smooth and successful implementation of a particularly complex global rollout. Content managers were universally able to take up their new responsibilities and standards, and the new sites were correctly refreshed with new content.
- In the wake of this training program, EBT has helped this client develop further training curricula, instructional documents and self-paced online video for future training of newly assigned content managers.
- This whole process of preparation and training was carried out at minimum costs – requiring only one dedicated person to develop and execute the global training.
- It has since proven more broadly applicable and scalable. Similar programs have since been used to rollout global email marketing programs utilizing customized Microsoft CRM. Plans were developed to deploy similar EBT programs in other areas of digital innovation.