

Customers won't like your product until they know your product.

The SumTotal Enterprise Suite™ provides a web-based talent management system that helps you train your customers. SumTotal can manage your training logistics, create and deliver content, sell courses, and monitor customer participation and performance.

Sell training for a profit

Most organizations offering products or services that aren't inherently easy to use have an opportunity to sell training to customers. Numerous SumTotal customers have adopted this model to reduce impact on their service organizations and more importantly, improve the bottom line. SumTotal's talent management system is the backbone for administering your customer training process.

With SumTotal Enterprise Suite, you can:

- Increase profits by selling courses cost-effectively administered in a learning management system
- Sell eLearning and instructor led courses with robust eCommerce functionality

Reduce customer support costs

Every organization is challenged by supporting customers. Your organization can only reduce support costs when your customers are provided a more efficient means to gathering the information they need.

With SumTotal Enterprise Suite, you can:

- Provide and administer preemptive customer training to reduce common support questions
- Offer just-in-time training modules, documents, and other resources to support customer needs
- Provide 100% web-based training and certification programs to geographically dispersed customers

Increase customer satisfaction

Customers who get full utility out of your products and services are simply more likely to make repeat purchases and refer others. SumTotal helps disseminate and gauge the information that they need.

With SumTotal Enterprise Suite, you can:

- Evaluate customer feedback and assessments to ensure training meets the customers' needs
- Track and report training's effect on customer satisfaction and support incidents
- Simplify a customer's decision-making process by providing education and information on what solutions will map to best fit their needs

Increase product awareness and knowledge

Marketing organizations, among others, are increasingly relying on training modules as a way to improve product adoption and increase sales. Training is an effective sales tool that can be disseminated to both customers and prospects.

With SumTotal Enterprise Suite, you can:

- Use training, particularly eLearning modules, to educate prospects on your products or services
- Measure and report the training's impact on revenues to assess the "stickiness" of learning content
- Analyze training data, to supplement standard product use surveys, to identify what product and service areas customers are most interested in

Customer Training

SOLUTION DATASHEET

Take advantage of SumTotal Enterprise Suite's other robust and flexible features

- Flexible architecture that adapts to the individual, organization and business by conforming to the user's business terminology, structure and workflow
- Reporting framework to build individual reports that are immediately available and easy to change and configure without IT help
- E-Commerce capabilities to charge customers via credit cards, pre-pay accounts, checks, or purchase orders
- Dynamic domains, organizations and audiences driven by an easy-to-use wizard for organizational and business changes
- Audience segmentation for easier targeting and administration of learning and access to tiered benefits for customers and partners
- True blended learning, with the ability to create complex, blended training programs without restrictions on names, learning activities or resources
- Certification management allowing expiry notifications, assigning required certifications, and viewing of held and expired certifications
- Business rules managed independent of other domain rules
- Out-of-the box, easily customized reports with drag and drop capability
- Exception reports giving a management dashboard of employee, partner or customer performance
- Single, automatic registration for complete learning plans
- Tracks to define different learner paths within a learning activity
- Fulfillment activities to allow 'equivalencies' or alternatives to a learning requirement
- Smart waitlist capability with priority assignments for particular users, such as "preferred customers", automatic notifications and holding times
- Seat allocations for particular users, such as "preferred customers"

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