

Case Study

Streamlining Sales Training and Onboarding: How Colonial Life Took Control of Its Sales Enablement



“Brainshark has made a huge difference in our sales training effectiveness and resulted in less time wasted for sales managers.”

- Gary Korpita, Assistant Vice President of Sales Training, Colonial Life & Accident Insurance



In 2014, the sales training department at Colonial Life & Accident Insurance needed to understand how sales reps responded to new training content. But without a learning management system in place, it was nearly impossible to track results.

“For a lot of the computer-based training courses, we had no data on whether people were looking at them, found them valuable, or how long they were spending with them,” says Gary Korpita, Assistant Vice President of Sales Training at Colonial Life.

“In total, we had 500 unique learning objects and we weren’t sure if anyone was using them.”

On top of that, Korpita would often hear reps say they’d prefer training materials in smaller, bite-sized pieces instead of lengthy courses that were tough to get through. From initial onboarding to product-based training courses, the lack of a user-friendly format had resulted in fewer and fewer reps retaining the information they needed for the best sales outcomes.

Getting a Handle on Sales Training for 10,000 Employees

Serving a sales organization of 10,000 people nationwide, Korpita needed a solution, and fast. He began by piloting Brainshark’s training solution and almost immediately saw a positive response from sales reps. Word about Brainshark began to spread across the organization.

In fact, shortly after officially rolling out the product in early 2015, the name ‘Brainshark’ became as synonymous as ‘Kleenex,’ according to Korpita. And not just in the sales organization, but across the broader company as well.

“I was on a senior leadership call and there were at least three separate occasions where they would say, ‘We need a Brainshark on this,’” he said. “There was a need for small engaging videos we could track.”

Now, Korpita and his team regularly produce Brainshark presentations for salespeople, managers and senior sales leaders in the field. Then, they use emails and the *Colonial Inside* company newsletter to notify employees that new presentations are available.

At a Glance: Colonial Life

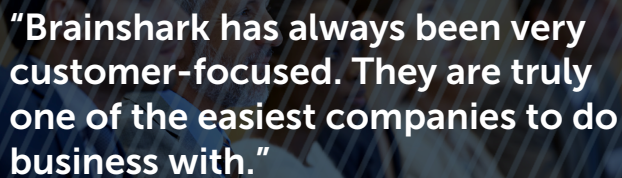
Problem: No LMS, underutilized content, ineffective sales onboarding

Solution: Platform to create and deliver engaging training content, and measure results

Result: Training content consumption increased four-fold; 64% of new reps viewed onboarding content (up from only 15%)

Better Sales Onboarding on a National Scale

As a company that brings on thousands of new sales reps a year, Colonial Life relied on Brainshark to help improve the way they deliver sales onboarding. Previously, the onboarding team had to call each new rep separately to deliver information about onboarding and administrative tasks, such as how to order business cards or access product information. Making it more complicated was that many salespeople are independent contractors spread out across the U.S.



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“They were rarely in the same place at the same time and we were calling cell numbers, local offices and home numbers,” Korpita said. “It was a colossal waste of time because our hit rate was about 15%.”

Now the onboarding process has completely eliminated phone calls. The team sends out Brainshark training presentations that include all the pertinent information new reps need. As a result, consumption of training content has increased more than four-fold across the sales team.

Finding Continued Success with Brainshark

Since implementing Brainshark, Colonial Life has gained greater visibility into its training results. The company has been able to track the creation of over 350 presentations, which have achieved 35,000 views. Korpita says the goal for this year is to combat the fact that Brainshark is not the shiny new object anymore.

“Because we can’t rely on the newness of Brainshark, we need to utilize various functions in a way that keeps it fresh and avoids becoming stale.” Korpita is urging his team to leverage more of the features that make Brainshark presentations more engaging, such as adding quiz questions and supporting documents.

Korpita offers that the main reason Brainshark has been so successful at Colonial Life is its ease of use. “Presentations don’t have to be the Mona Lisa for us. The quality is great and engaging, we can turn it around quickly and it’s not expensive.” The added bonus, he says, is that as a company, “Brainshark has always been very customer-focused. They are truly one of the easiest companies to do business with.”

For more on Brainshark’s sales enablement solutions:

www.brainshark.com or call 781.370.8200