S&C Electric Company

TERRI SHILEY, KEVIN PIECE, DAVE KLEIN, JANET MCCORMICK

S&C Electric Company is a global provider of equipment and services for electric power systems. Founded in 1911, S&C is applying its heritage of innovation to address challenges facing the world's power grids and thus improving power reliability and delivery worldwide.

THE CHALLENGE

In 2021, S&C faced a perfect storm of challenges:

1. The company had no choice but to roll out the Salesforce Lightning Launch because the existing system would no longer be supported.

2. There was no close industry example of a successful org-wide adoption of this platform.

3. The training and rollout needed to occur while employees were working from home and not meeting-face-to-face.

4. With more people working from home and increasing weather-related events impacting power reliability, S&C was busier than ever helping customers keep the lights on.

5. This initiative needed to reach 400 team members spanning 20 organizations, across 25 countries, 12 time zones, and 3 languages!

OUR SOLUTION

The S&C training team tapped into their wealth of experience and mixed in The Bob Pike Group's participant-centered methodology. Terri and Dave quickly learned from IT so they could transfer system knowledge into meaningful, practical bites and highlight benefits to the users. Kevin created an engaging e-learning course to bring people up to speed on role specific process changes, the system interface, and general navigation ahead of live training so no time would be wasted in class. Terri spearheaded the project and rallied the facilitators to deliver live, interactive virtual trainings that included themes, music, and even humor.

The team created a virtual training program that articulated "What's in it for me?" to every participant to get buy-in right away. Learners were in the driver's seat with step-by-step Quick Reference Guides, annotation exercises, virtual field trips, videos, and "sandbox" sessions to practice tasks where errors could be made while learning and then transition into their real work environment.

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THE RESULTS

The sales team now sees greater value in the CRM. Lightning Launch participants see how new efficiencies make their jobs easier. They use the system more, which gives leadership better visibility into the pipeline as the company grows to record revenues. During a time of otherwise incredible disruption, this Lightning Launch smoothly transitioned the entire sales and sales operations teams into their new system with no business disruption—and 4.5/5 average training satisfaction.

Industry-Wide Rollout Success Story

252% increase in analytic adoption

30% increase in business opportunity visibility

"After visiting with Gartner and Salesforce— and finding neither had case studies of similar organizations that had even moderate levels of success adopting the system—the team accomplished the unthinkable"

-Janet McCormick,
Sr. Manager, Sales Training Group