

# Web-based Training Launch for Consumer Products Manufacturer



*When an off-the-shelf training didn't meet the learners' needs, the client called Drake Resource Group. The team quickly developed effective training materials to meet the original timeline.*

## Business Challenge

Drake's client is a leader in the consumer and foodservice/food packaging markets it serves, with annual sales of over two billion dollars. The company is divided between the Consumer Products and Foodservice/Food Packaging divisions. The Consumer Products group needed to implement an integrated, web-based, promotion management system with the capability of managing all aspects of trade management (rebates, coupons, freight allowances, etc.).

The company had planned to use an off-the-shelf product and customize it for the several different processes affecting diverse audiences such as technical staff, sales, marketing and claims personnel. The groups were scheduled to attend two and a half days of training over a three-month period. After the training, each group would begin using the new system immediately to enter mission critical data.

The system was scheduled to "go live" at the end of three months. Several months into the project, the client realized that the planned product and training would not adequately address their employees' needs.

## Solution

One month before the scheduled training rollout, Drake was asked to develop an entirely new training format for this initiative and remain within the established schedule. Drake assembled a team of instructional designers and organizational design coaches. This team was able to quickly understand the current processes used for trade management, learn the new system, and create the best way to convey new information. Working closely with Subject Matter Experts (SMEs), Drake provided the expertise and instructional design needed to bring the project together in a challenging timeframe. Despite the drastic project change and obstacles, the Drake team was able to deliver a quality product on time.

## Results

The Organizational Development Director praised the Drake team's extraordinary efforts in meeting the challenges to train so many in such a short time. The company received very positive feedback from participants regarding both the format and content. The training truly met their needs. This success paved the way for Drake to complete several more projects for this client.