

# Achieving success with process adoption



Columbus is in the business of optimizing processes for efficiency. Therefore, their definition of customer success is focused on process adoption – ensuring that users are utilizing the new system in the best possible way. However, these users can range from experienced employees, close to retirement age to younger users who are new to the system.

So how does Columbus address the challenge of getting experienced users not only to adapt to a new interface but also to a new process?

## TARGETED, STREAMLINED TRAINING

Older software often entails a loose way of working, where users have defined their own processes and best practices. Streamlining these can mean halving the number of movements in the interface and giving the obvious benefit of efficiency.

*“We use ClickLearn to record new processes in a combination of formats: in diagrams, in PowerPoint presentations, and in video. By combining these different formats, we can compress the information so that a 40-page manual can be replaced by a 5-page slide deck. This helps not only make the information more accessible but enables us to identify the best training for our different target audiences.”*

*Oscar Tolstrup, Director of Projects, Columbus Denmark A/S*

## CROSS-PLATFORM SUPPORT

With the ability to support the full Microsoft stack, Columbus can support their customers across applications, from Microsoft Office, to MS 365 and even custom applications. As long as a customer has web-based programs, they can use ClickLearn to record all their processes – even ones involving third-party software.

“It’s a huge advantage that we can include other web-based programs in the recording as well. In manufacturing particularly, there are lots of “islands” using different systems. When these are web-based, we can use ClickLearn to record the full process, which makes it so much easier for adopting new routines and for knowledge sharing,” says Oscar Tolstrup.

## FACTS ABOUT COLUMBUS

- Global IT services and consulting company delivering end-to-end digital solutions.
- 2000+ employees in 18 countries
- 30 years experience
- +5000 customers worldwide
- 5x Microsoft Global Partner of the Year award
- Columbus solutions address the lifecycle and sustainability demands of the Manufacturing, Retail & Distribution, Food, Rental & Lease, and Fashion industries.

# Columbus®

[www.columbusglobal.com](http://www.columbusglobal.com)

For further information visit our website, [www.clicklearn.com](http://www.clicklearn.com)

## FROM NEW PROJECTS TO CUSTOMER CARE

One thing is showing customers how they can gain efficiency, but where Columbus really benefits from ClickLearn is in the creation of content for customer care.

The last stage of a project is to ensure that the customer is transitioned from project to customer care. The Customer Care team need to be able to take over when the Project team leaves. With the ease of creating ClickLearn documentation, Columbus can build up a full library of processes and best practices, so that everyone involved can quickly step in and get a precise overview of what is happening at the customer site.

*Going from projects to customer care was tough for us before as it involved manually creating all the documentation using a variety of tools. Automating this process in ClickLearn is an important step in taking us to the next level of offering full care and maintenance agreements.*

*Oscar Tolstrup, Director of Projects, Columbus Denmark A/S*

## PARTNER MODEL AND INTERNAL TOOL

Although Columbus are still at an early stage in their ClickLearn partnership, Oscar Tolstrup is not new to the product. "We've been looking at solutions for training and documentation for the last 4-5 years," he says. "The reason we chose ClickLearn was because of the product and their subscription model, which enable us to resell ClickLearn licenses and deliver additional consultancy services on top."

Columbus are not just using ClickLearn for their customer projects, but internally as well. "We are in the process of an upgrade ourselves from the old AX to Dynamics F&O, so we will be using ClickLearn internally on our different processes. We are also planning to rollout ClickLearn across Columbus globally. We want to build up a common library of best practices and industry-specific processes. Using ClickLearn provides us with a strong toolset to have this implemented across the whole organization."

## NEW UPGRADE OPPORTUNITIES

The ease of updating outdated content in ClickLearn has also offered new business opportunities for Columbus.

*"We have been very focused on projects with new customers, but we also have an extensive base of existing customers on old Microsoft Dynamics solutions. With ClickLearn, we can now upgrade these customers to Business Central easily using the Replay function to automatically update their existing training and documentation with no development on our part."*

*Oscar Tolstrup, Director of Projects, Columbus Denmark A/S*

### FACTS ABOUT CLICKLEARN

- Integrated with the full suite of Microsoft Dynamics including Dynamics 365 Finance and Operations, Customer Engagement, Business Central, Dynamics AX, Dynamics NAV, and Dynamics CRM
- Automatically produces seven different types of content such as narrated videos, PDFs, and live assistants
- Helps ensure user adoption
- Easy onboarding
- A customizable template-based system for compliance

[www.clicklearn.com](http://www.clicklearn.com)



For further information, contact Michael Randrup, Managing Director and Co-founder, at [mra@clicklearn.com](mailto:mra@clicklearn.com) or visit our website, [www.clicklearn.com](http://www.clicklearn.com)