Partnering for customer success

Columbus is in the business of optimizing processes for efficiency. Therefore, their definition of customer success is focused on process adoption. With the challenge of getting experienced users not only to adapt to a new interface but also to a new process, Columbus uses ClickLearn to record the new processes. The multiformat training enables them to explain in a few seconds what would normally take much longer.

With the ability to support the full Microsoft stack, Columbus can support their customers across applications, from Office, to MS 365 and 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.

REVAMPING THE CRM TRAINING STRATEGY

One thing is showing customers how they can gain efficiency, but where Columbus really benefits from ClickLearn in creating the training and documentation for customer care.

> Going from projects to customer care was tough for us before as it involved manually creating all the documentation using a variety of tools and fiddly techniques. 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

Although Columbus are still at an early stage in their ClickLearn partnership, they are not new to the product. They had been looking at solutions for training and documentation for the last 4-5 years. The reason they chose ClickLearn was because of the product and subscription model that enables them to resell ClickLearn licenses and deliver additional consultancy services on top.

NEW POSSIBILITIES

The ease of updating outdated content in ClickLearn has also offered new business opportunities for Columbus.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. We can now upgrade these customers to Business Central easily by using the Replay function in ClickLearn to automatically update their existing training and documentation material with no training or documentation development on our part."

COLUMBUS FIGURES

- 30 years of business

- €163million turnover

- 4200 customers worldwide

- 2000 employees in 18 countries

- 5 times awarded Microsoft Global partner of the year

Columbus®

www.columbusglobal.com

Oscar Tolstrup from Columbus joins MVP Rick McCutcheon for a chat on the challenges of user/process adoption and the opportunities in upgrading existing customers on old solutions.

Tuesday June 30th
11:15 - 11:45