



Xerox

Global business process and document technology leader uses Adobe® Connect™ to deliver rapid, secure training and support to thousands of employees and customers worldwide

Xerox

www.xerox.com

Industry

Document management technology

Challenges

- Reducing costs and loss in productivity related to extensive travel
- Replacing inefficient on-site training with reliable online training
- Securely delivering training content to globally dispersed staff

Solution

• Adobe Connect for eLearning
Xerox is using Adobe Connect to enable global sales, service, and support staff to participate in cost-effective, efficient online training and customer support sessions aimed at continually improving customer engagement and reducing costs.

Results

- Achieved 100% ROI in one quarter
- Reduced travel expenses and out-of-office time for sales, service, and support personnel
- Cut travel costs in Canada business unit by as much as \$150,000 for a single event
- Reduced overall travel expenses in Europe by as much as 10%
- Delivered interactive, engaging training to sales, service, and support staff worldwide
- Enabled customer support staff to interact with customers remotely for accelerated problem resolution
- Improved knowledge transfer between existing staff and newly acquired business units

Agile, powerful training solutions

For thousands of companies worldwide, the name Xerox is synonymous with document technology and services, business process, and IT outsourcing. As the world leader in document management technology, Xerox offers the industry's broadest array of services and products, which include digital color and black-and-white printing and publishing systems; online document archives; multifunction devices; laser and solid ink network printers; and copiers and fax machines, among many others.

As Xerox's technology becomes more complex, agile, and powerful, it becomes increasingly important for the company to train sales, service, and support staff around the world how to use and service the company's solutions. However, traditional means of delivering such specialized training to globally disparate audiences proved costly and inefficient.

"Bringing staff together for ongoing classroom learning was expensive and could be a drain on productivity because of the out-of-office time employees spent traveling," says Carie Blum, program manager of global learning solutions and applications at Xerox. "Adding to our challenge was the fact that we needed to occasionally deliver large-scale training across multiple geographies and languages."

Ultimately, Xerox set out to transform its training model. "We needed to find more efficient and effective alternatives to bringing employees to traditional classrooms for training," Blum explains. Managers determined that Adobe Connect could provide a cost-effective and flexible training delivery system to reduce operating and travel expenses, while boosting employee knowledge and productivity.

Interactive, secure training—anytime, anywhere

Xerox set out to revamp its training methods by providing readily available online training to more than 130,000 product sales, service, and support personnel worldwide. In the past, staff spent countless hours traveling to on-site training workshops and classes to keep abreast of the latest developments in Xerox's products and services.

Leveraging the easy access and rich functionality of Adobe Connect, Xerox reduced extensive on-site training programs with a library of interactive, online training content that features live chats, integrated video and audio, polling, and engaging real-time presentations for its North American and European operations.

In addition to making training more accessible, Xerox protects intellectual property by leveraging the application's security features. The Adobe software allows Xerox to establish permissions restricting viewing of sensitive content or barring attendance to content-sensitive sessions.

"The Adobe solution provides a level of interactivity and security that allows us to replicate an in-person training experience without the hassles and expenses of actually being onsite," adds Al Paz, manager of global learning solutions and applications at Xerox. "It also has unique features like real-time polling, emotional icons, and yes/no controls to help keep authorized attendees engaged and participating in the class."

Unlike the other solutions Xerox evaluated, users require only the free Adobe Flash® Player—already deployed on more than 98% of Internet-enabled computers worldwide—for seamless and reliable access to up to 400 real-time training sessions each month. Courses are then recorded for future playback and additional training opportunities.

With Adobe Connect, Xerox can provide staff around the world with easy, reliable access to rich, interactive training content at a fraction of the cost of onsite training.



“The cost savings and gains in productivity and efficiency we achieved with Adobe Connect have been excellent. We can train our staff more efficiently, service our customers more effectively, and we’re anticipating that we’ll continue to eliminate 100% of unnecessary travel each quarter moving forward.”

Joann Halle
Vice president, U.S. learning and development, Xerox

Robust knowledge transfer and improved support

In addition to the ongoing hiring and training of new field staff, Adobe Connect plays a critical role in internal knowledge sharing and customer product support.

Upon acquiring Affiliated Computer Services (ACS), Xerox deployed the Adobe solution to facilitate knowledge transfer and collaboration sessions to integrate best practices of both companies for more cohesive operations.

“Getting everyone on the same page can be challenging,” says Paz. “Using traditional, in-person meetings, teams often find they end up meeting less often or have to spend a lot of extra time and energy simply coordinating a meeting. With Adobe Connect, we can set up convenient web conferences that can be accessed from any place at any time. And the rich media that Adobe Connect supports is excellent when you’re transferring knowledge, not just sharing information.”

Additionally, Xerox’s customer support team is using Adobe Connect as an effective, efficient troubleshooting solution. Customers with technical or equipment problems can call the Xerox helpdesk, from which technicians are dispatched. If they cannot resolve the issue, the technician and engineering instantly initiate an interactive troubleshooting session.

“Providing technical and product support remotely helps us provide superior service to our customers almost instantly,” says Paz. “It also enables us to address the organization’s needs to reduce expenses and streamline operations.”

Sustainability and green technology

Xerox has pledged to cut greenhouse gas emissions from its worldwide operations by 25% from 2002 to 2012. Xerox is concerned about environmental damage and continues to seek opportunities to go green and reduce its carbon footprint. If the company can significantly reduce auto and air travel, it has taken an important step in this direction. Xerox, like many organizations, has introduced green initiatives designed to meet such objectives and enhance perceptions in the marketplace.

Achieving unparalleled returns

Adobe Connect is transforming the way training and support services are provided by Xerox. The solution offers Xerox a competitive advantage by enabling rapid development and deployment of learning assets for accelerated training. Additionally, the Adobe software has helped Xerox realize a measurable return on its investment in the form of significant cost savings.

With Adobe Connect as its Learning & Development virtual training and support solution, the company has conducted more than 2,400 virtual sessions in the past year, replacing more costly on-site meetings. The reduction in unnecessary travel has helped the company’s Canadian operations save more than \$150,000 in travel and accommodation expenses on a single event, with an estimated additional savings of \$100,000 over the remaining course of a year.

"Adobe Connect has brought us greater flexibility and opened our eyes to a new way of doing things. We're eager to explore how other Adobe solutions can help us further improve our operations and enhance service to our customers."

Joann Halle
Vice president, U.S. learning and development, Xerox

In addition, the European operations—responsible for training 17,000 people across 14 countries and in 12 languages—have seen outstanding results, saving nearly 10% of the organization's annual \$3 million budget for travel and accommodations.

Overall, Xerox realized a 100% ROI in just three months, and expectations are high for subsequent quarters. "The cost savings and gains in productivity and efficiency we achieved with Adobe Connect have been excellent," says Joann Halle, vice president of U.S. learning and development. "We can train our staff more efficiently, service our customers more effectively, and we're anticipating that we'll continue to eliminate 100% of unnecessary travel each quarter moving forward."

Given the success of the initial deployment of Adobe Connect, Halle expects that other departments within the organization will begin using the solution in the near future and examine other options to further enhance and streamline its operations.

"We pride ourselves on being a forward-thinking, innovative organization," Halle adds. "Adobe Connect has brought us greater flexibility and opened our eyes to a new way of doing things. We're eager to explore how other Adobe solutions can help us further improve our operations and enhance service to our customers."

For more information

www.adobe.com/products/connect/

www.adobe.com/resources/elearning/



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