

Industry: Manufacturing, Services
Training Type: Employee Training, Sales Training, Service Training
Use Case: LMS & Salesforce integration

Avery Dennison uses SAP Litmos to power their sales training

Specializing in the design and manufacture of a wide variety of labeling and functional materials, Avery Dennison is a global leader in materials science and manufacturing. Their expertise and global scale enable them to deliver innovative, sustainable and intelligent solutions to customers across the globe.

Consistent and comprehensive sales training across different locations is therefore integral to Avery Dennison's delivery of outstanding customer service. When searching for a training platform, they looked for something that was simple, engaging and relevant to their business needs. After extensive market research, Avery Dennison teamed up with SAP Litmos to launch their Sales Learning Academy across the Asia-Pacific region. Flexible enough to fit around a salesperson's busy working day, the Sales Learning Academy has improved productivity and performance across their organization. Avery Dennison's 70:20:10 approach to training ensures their sales team is well-equipped to enhance customer experience, satisfaction and loyalty.

The Sales Learning Academy was specifically created to address learners' capability gaps, and to ensure that all sales staff have a strong product and technical knowledge. This has helped Avery Dennison cultivate a true culture of learning. Using curated learning



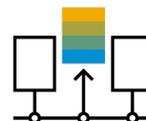
Gamified
microlearning



Certifications for
learning recognition



Competency-based
learning paths.



Standardized
onboarding experience.

paths, the Sales Learning Academy delivers tailored learning based on competency mapping and individual learning needs. These learning paths are a blend of engaging microlearning modules and online reference materials. Integrated with an existing global learning program, and leveraging Salesforce, the Sales Learning Academy is also designed to support informal learning. In addition to digital learning, it also gives learners access to coaching, learning from peers, on-the-job instruction and action-based learning.

To enhance engagement within the Sales Learning Academy, learning paths are followed by a gamified assessment and a certification. The Sales Learning Academy also gives Avery Dennison staff the opportunity to apply their new knowledge in the workplace. Learners who demonstrate their applied knowledge within their role are validated by their manager to move onto the next learning path in the Sales Learning Academy. As a result, overall engagement in learning has increased significantly since Avery Dennison implemented this approach to training. In an eight-month period, completion rates have increased from 28 per cent to 73 per cent. And of over 150 active users in the Asia-Pacific region, every user has logged in at least once.

Now, new starters at Avery Dennison are engaged from their first day of employment. Via the SAP Litmos Training Cloud, the Sales Learning Academy gives learners the flexibility to choose a time and device that suites their schedule. There's a single source of truth and new starters have an immediate support network, which helps them reduce initial concerns and works toward building mutual trust.

With twelve sales competencies already in place, the team behind the Sales Learning Academy isn't going to stop there. As learners now ask for additional content, Avery Dennison intend to keep creating and delivering; including role play modules, learning paths for exceptional customer experience, and beyond. They're excited about the prospect of incorporating SAP Litmos's AI assessment capabilities. With the Sales Learning Academy in place, Avery Dennison can ensure their team have a clear understanding of their customers, market, industry and competitor dynamics.

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