

Pearson Sales Reps Maximize Client and Prospect Engagement with Just-in-Time Content Enabled by Raven360

INDUSTRY:
Learning Technology

ANNUAL REVENUE:
\$6 billion

EMPLOYEES:
30,000



INTERNAL SALES TRAINING



SALES ENABLEMENT



GLOBAL & MOBILE



LEARNING PATHS

PROBLEM

Sales Reps Are Overwhelmed by Content and Tools They Are On the Go, With Limited Time

With over \$6 billion in annual sales, Pearson is the largest learning technology company in the world, with expertise in educational courseware and assessment, and a range of teaching and learning services powered by technology.

But the company's 650 North American Higher Ed sales people could work faster, introduce more services to more customers, and close more deals, if they had easier access to sales tools and material at their fingertips. Pearson faced two main challenges concerning content access:

Hidden Content - Tracking down the right information to close business often required a laborious effort from a Pearson sales rep. To find a single piece of information reps had to search across multiple systems. Content was housed in internal and external websites, LMS systems, YouTube, Box, and many other locations. It was sometimes impossible for the sales rep to know if they had the most up-to-date resource.

On-the-go Sales Team - Pearson's higher ed sales team is always on the move, visiting higher education faculty and administrators across North America. A true mobile workforce, the team relies on smartphones and iPads much of the time. High-quality internet connections are not always available. Sales reps need a better system for ensuring they have just-in-time access to the right information, from any device, in any location and offline.

SOLUTION

A Single Platform for Just-in-Time Content Delivery, Search and eLearning

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Pearson evaluated more than 20 platforms before determining that Raven360 provided the best solution for enabling the sales team with a single, efficient, system for content delivery and access.

Raven360's Enterprise Content Enablement Platform:

Eliminates Platform And Tool Overload - With Raven360 Pearson reps use a single system to find any content they need. Seamless and transparent version control ensures that reps always access the most up-to-date version of the content.

Enables Simple, Fast Search - The Raven360 system leverages taxonomies and easy-to-use search capabilities. Streamlined search will bring them to the exact right content they need to close a deal.

Supports Mobile Teams - Pearson sales reps can now access the content they need on-the-go, and even when offline, via mobile and wireless devices.

Supports Learning Paths For Effective Training - Learning Paths give Pearson sales reps content in a structured, logical sequence that ensures a thorough and complete on-boarding experience.

BENEFITS

Reps Close More Deals With Better Information Access

Just 3 months into the deployment of Raven360's Content Enablement Platform the company is already envisioning efficiency and training gains.

Sales Reps Have Easier Access To More Content And Knowledge In The Sales Cycle While On The Go.

Learning Paths Are An Effective Solution For Training New Reps And Limiting Time Out Of The Field For Veterans.

WHY OUR CUSTOMERS LOVE US

"Raven360 has helped us make improvements towards maximizing knowledge and empowering our sales reps with the content they need, when they need it," explains Nancy Forsyth VP Sales Training and Development. "Previously our reps reported frustration with their ability to find and access content. Time spent searching for information was time away from customers and prospects. With Raven360 we expect our sales reps to spend more time exactly where they want to be - in front of their customers."

Nancy Forsyth, VP Sales Training and Development, Pearson North America

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ABOUT US

Raven 360 is a sales enablement platform that allows fast-growing companies to train, onboard, and coach their team into shortening their sales cycle and closing more deals.

