Fast-tracking the Familiarization and Proficiency Process for College Teachers with Digital Education Products
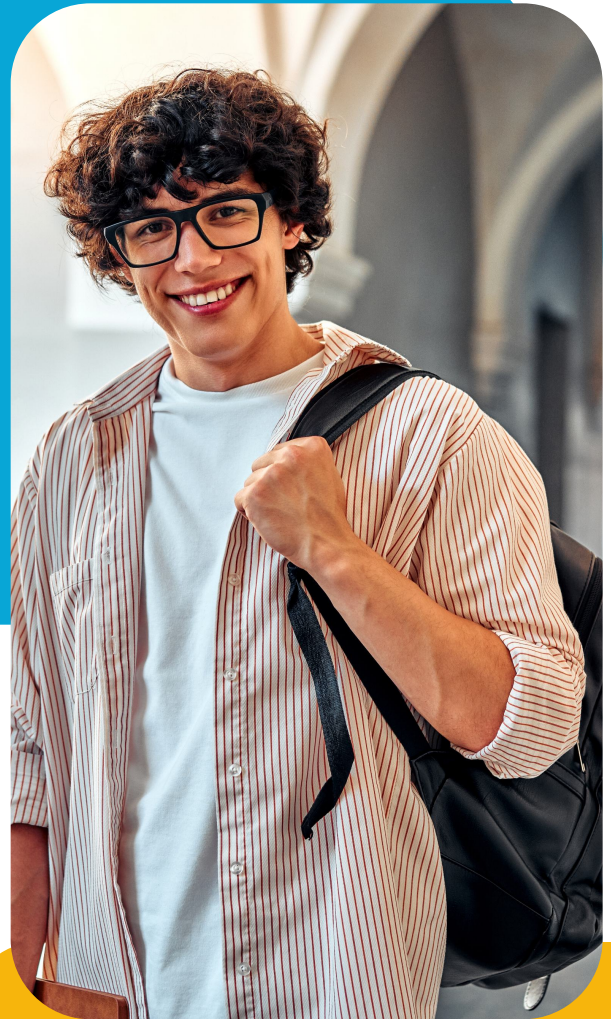
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Client Overview

The Client provides educational content, technology, and services for K-12, higher education, and the professional and library markets. Offerings include print and digital textbooks, supplemental teaching materials, and online teaching software, along with a comprehensive student subscription service.

Challenge

As virtual learning materials like online classroom software become commonplace in the education sector, the need for detailed onboarding processes has grown. With a vast array of products and platforms, thousands of K-12 and higher education instructors require training services every year. To address the demand for thorough tutorials, Partner in Publishing facilitates an ongoing, detailed, year-round customer onboarding process.

Solution

Partner in Publishing developed an exclusive "guide by your side" program that offers one-on-one virtual educational technology training sessions. The goal is to help teachers maximize the potential of digital course products. A dedicated trainer provides personalized support to instructors, building their confidence in using digital tools effectively. The support includes virtual onboarding, from product setup to student registration. If needed, trainers also provide seamless integration into learning management systems, course customization training, and comprehensive support to ensure satisfaction and success.
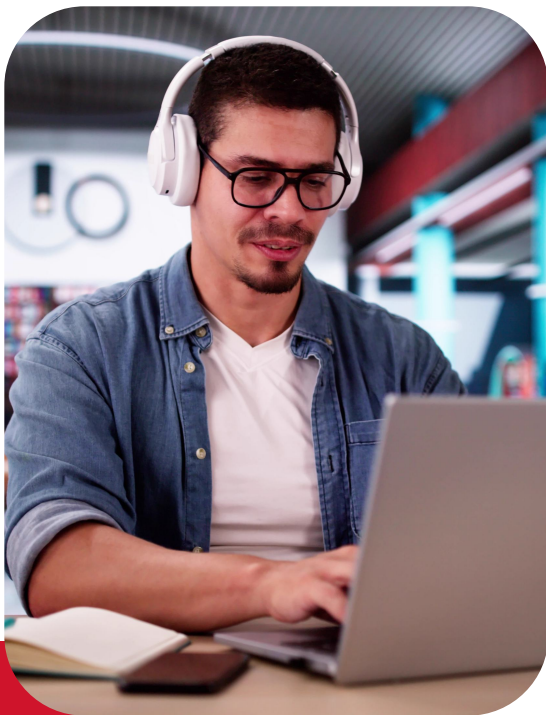
This efficient, year-round process is designed to cater to any customer's needs:

- Sales representatives submit training requests on behalf of customers needing support with digital course products.
- Flexible scheduling allows instructors to train at their convenience.
- Technology training is tailored to individual customer needs.
- Trainers provide feedback to sales representatives and follow-up opportunities for instructors.
- Trainers ensure best practices in onboarding and meet customer needs within 24-48 hours of the request.
- Trainers ramp up support during peak periods in January and August.

The Result

The customer onboarding process has been highly successful, receiving positive feedback from educators, sales reps, and product teams.

3,598	**1,996**	**72**
INSTRUCTORS SCHEDULED TRAININGS IN 2021	INSTRUCTORS SUCCESSFULLY TRAINED IN SUMMER 2021	TRAININGS PER DAY CONDUCTED AT PEAK WEEKS IN AUGUST 2021

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