

CM Group Drives Virtual Onboarding and Consistent Messaging with Mindtickle



Headquarters: Nashville, Tennessee

Founded: 2017

Company Size: Over 700 employees globally

Industry: Information Technology and Services

“*Mindtickle is a huge part of our ongoing strategy to keep our employees connected and engaged with the content they need to do their jobs successfully.*”



Matt Feldman
VP, Global Enablement, CM Group

THE CHALLENGE



When the COVID-19 pandemic hit, CM Group's entire company shifted to working remotely. This meant they were faced with a challenge they hadn't experienced before: finding ways to onboard new hires virtually. On top of this, CM Group still had to train and motivate their existing employee base remotely. They had access to multiple enablement platforms but were struggling to streamline them into one consistent process.

THE SOLUTION



With a pressing need to roll out onboarding and training programs remotely throughout the pandemic, CM Group's enablement team opted to consolidate their enablement platforms to create the CM Group Knowledge Hub. The Knowledge Hub acts as a collaborative onboarding experience for new hires, while also serving as a source for regular updates for seasoned team members. By implementing new strategies like Missions using Mindtickle, CM Group is able to ensure their entire customer-facing team is trained on consistent messaging and processes.

KEY RESULTS

After making the decision to consolidate platforms, CM Group experienced a fast and easy transition to Mindtickle.

Upon implementing Mindtickle, CM Group saw a decrease in ramp time for customer-facing roles.

CM Group quickly saw increased consistency in messaging across all of their customer-facing communications.

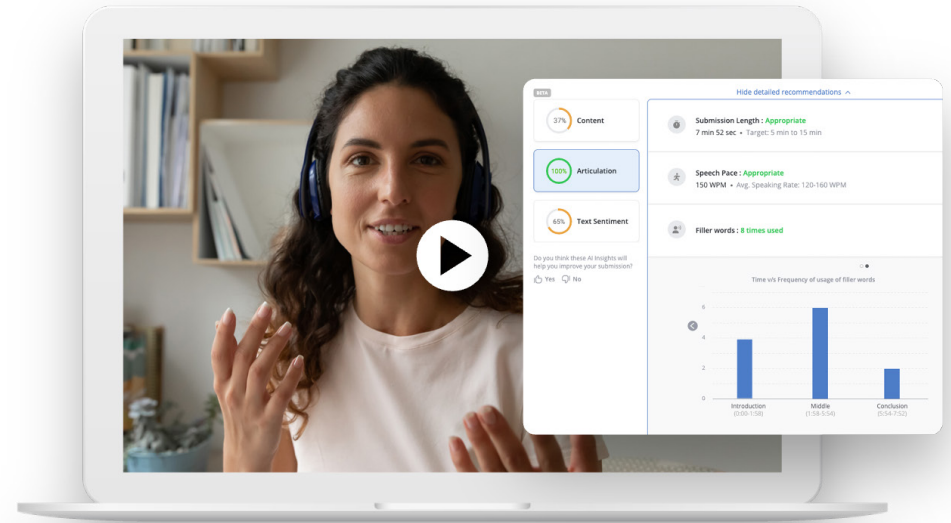
With a sales readiness platform in place, employees at CM Group were being onboarded and trained effectively and consistently.

The need to connect people remotely

CM Group's global enablement team needed to bring all of their brands into one unified readiness platform that all of their employees could use. Two of their brands were already using Lessonly, while another used Mindtickle.

When the COVID-19 pandemic began, the quarantine accelerated CM Group's need to implement Mindtickle for its entire workforce across the globe. Transitioning to Mindtickle, they created one learning site called the CM Group Knowledge Hub and quickly moved their existing enablement content over to their new readiness platform. Mindtickle's single sign-on capability made it as simple as clicking a button for employees to get started.

Mindtickle awards badges to individuals as they progress through modules using gamified features.



“ We have 700 people working remotely—nobody's in an office. It became very important for us to launch Mindtickle [to replace] some in-person meetings. ”

Matt Feldman
VP, Global Enablement, CM Group

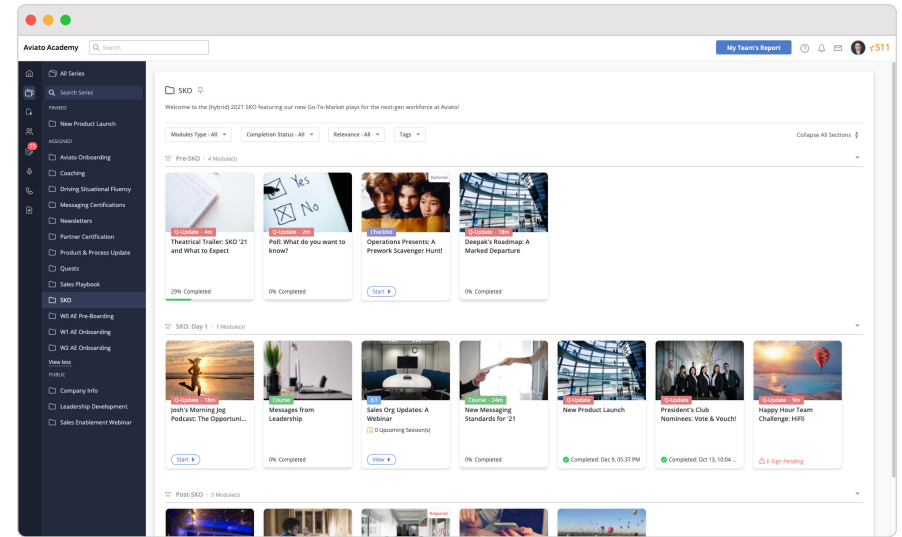
Collaborative onboarding and training with Mindtickle

With Mindtickle up and running, CM Group leveraged its features to onboard new employees in the COVID-19 era. CM Group's onboarding was originally nine hours of content presented in person, but it needed to be restructured to accommodate virtual learning.

Rather than simply replacing in-person training sessions with long Zoom calls, CM Group hosts content on Mindtickle to create an engaging onboarding experience.

New hires at CM Group are onboarded on a wide range of information including:

- The company structure
- Deep dives on all 7 brands, their customers, and their software capabilities
- The email marketing industry landscape, including key terms and concepts
- The company's elevator pitch
- A checklist of HR, IT, and administrative tasks



CM GROUP SNAPSHOT

- ✦ All 700 employees now working remotely
- ✦ Announcements, process changes, and new initiatives are launched through Mindtickle
- ✦ As CM Group's organization continues to grow, new hires are able to get a feel for the company's culture through their new engaging onboarding and training program

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Remote work is here to stay for CM Group

The next major project for CM Group's enablement team is planning the organization's sales kickoff (SKO) that is typically held in July. The SKO will be more complex this year for two reasons: CM Group has added more brands to their family, and it'll now need to be virtual.

CM Group is planning to:

- Conduct follow-up modules to virtual main stage events
- Provide personalized content streams to individuals throughout the event
- Distribute information on specific industry trends to be used by virtual work groups

The enablement team at CM Group collects feedback for every activity through Mindtickle, but it's also reflected in their business results. One of CM Group's brands, Sailthru, experienced a decrease in ramp-time for roles like Client Success Manager.

With results like this, CM Group is confident that it can not only rule out the challenges of working remotely but actually get ahead of the curve.

“ In the past, we've used Mindtickle to get people up to speed prior to SKO. This year, it's the glue that holds us together. It lets us go deeper and be more personalized without pulling our resources into calls or meetings. ”

Matt Feldman
VP, Global Enablement, CM Group

mindtickle

Interested in learning more about how Mindtickle gets sellers ready for the moments that matter?

Get Started