

Unisys' Creative Mindtickle Launch Drives Adoption and Engagement

UNISYS

Headquarters: Blue Bell, Pennsylvania

Founded: 1986

Company Size: 17,200

Industry: Information Technology

“*Mindtickle provided analytics and helped us drive results that proved to our leadership what global enablement is trying to accomplish.*”



Amy Lord
Sr. Analyst, Global Enablement, Unisys

THE CHALLENGE



As Unisys has grown, so has the complexities of its sales training program. With over 800 enablement employees worldwide, it needed to improve its processing tools to provide more robust reporting and role-specific training. Unisys used multiple training platforms and manually assigned training, sent reminders, and tracked attendance in Excel spreadsheets. Without automation, the process was too complex and had potential for human error.

The Global Enablement team wanted to implement a user-friendly online learning platform for onboarding, training and coaching, content development, and reporting. They reimagined its sales training process, researched solutions, and gained leadership buy-in to implement a new online training program.

THE SOLUTION



Mindtickle was being utilized by the Unisys HR department but had not been implemented in its sales training program. The Mindtickle platform provided solutions to several challenges they faced. With its leadership's support, the Global Enablement team began the migration process of moving its third-party programs into Mindtickle.

In partnership with Mindtickle support and its third-party vendor, the importing process was seamless. They began testing the new platform by launching small pilot programs. After successful test launches, they developed a marketing plan to launch the platform to the entire go-to-market team.

KEY RESULTS

**One centralized,
mobile-friendly platform**

2/3

**Initial launch completed in
2/3 the allotted time**

100%
participation by
go-to-market team

Robust analytics and reporting

**Universal accolades
from the field**

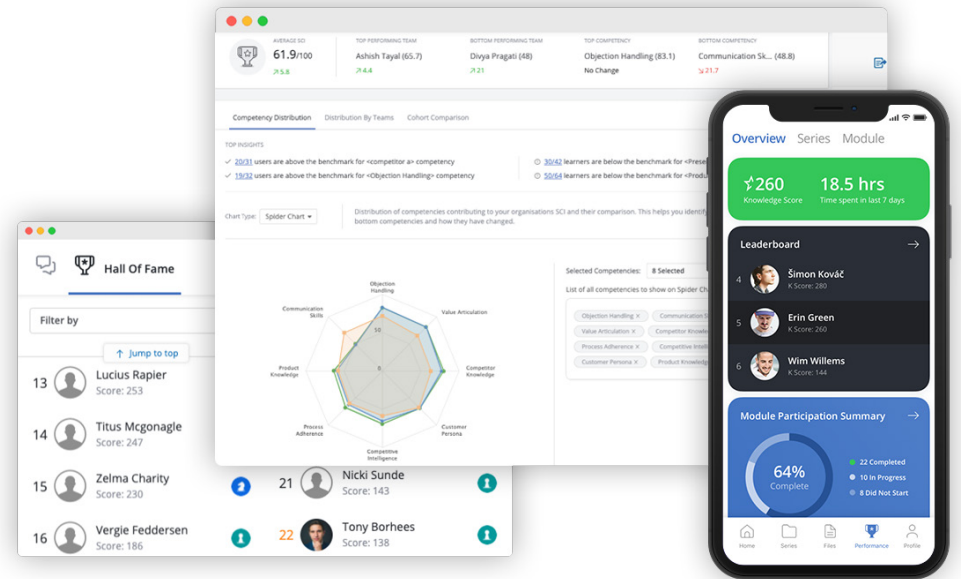
**Leadership buy-in and
engagement**

The Unisys “Race to Hutto”

The Global Enablement team developed the “Race to Hutto” challenge to introduce Mindtickle. Here’s how it worked:

- Over five days, each person received an email with a puzzle piece. After collecting all pieces, the challenge was revealed to join the “Race to Hutto” challenge.
- On launch day, team members logged into Mindtickle to view introductory videos about the platform. Managers were to review training videos on team analytics.
- If all teams reached 100% completion of the online training within three weeks, Eric Hutto, Unisys President and COO, agreed to be hit in the face with a pie.

With the competition and camaraderie amongst the team, the launch was a success. Not only was Unisys able to achieve 100% participation, but the team also completed all training before the three-week deadline. Hutto accepted the pie reward, which was the company’s largest live-streamed event to date.



“ We thought sending a mass email would be status quo and potentially go unnoticed. Instead, we developed a fun way to announce the platform that would drive engagement from the field. ”

Amy Lord, Sr. Analyst, Global Enablement, Unisys

Thinking creatively to achieve successful adoption

Making learning all in good fun

By launching Mindtickle in a fun and creative way, Global Enablement was able to demonstrate the value of the platform across all audiences – sales team, managers, and executive leaders – through the easy-to-use platform and reporting features.

Throughout the competition, reports were delivered automatically to managers every Wednesday and Friday, and all participants on the go-to-market team received a leaderboard every Friday. Access to reporting kept Mindtickle front-of-mind and encouraged friendly competition.

The Global Enablement team was able to resolve its challenges by utilizing one platform that could provide robust reporting, segmented training, and automation training assignments.

One platform for training and reporting



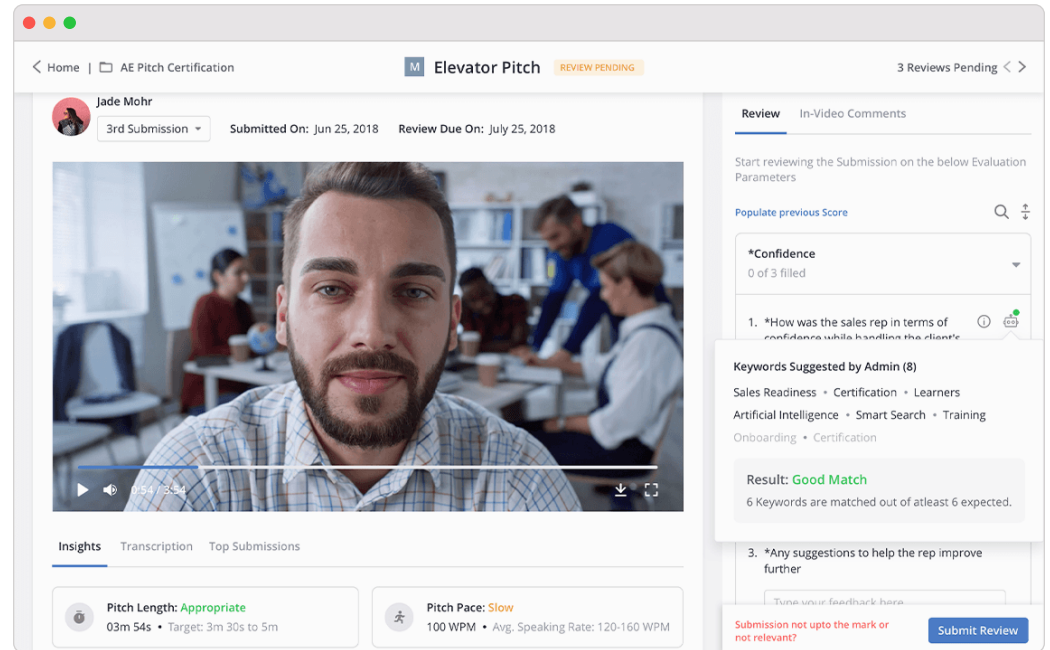
UNISYS SNAPSHOT

- * Provides solutions for cloud-based workspaces, enterprise computing, and cybersecurity
- * Services businesses and governments around the world
- * Modernizes and transforms digital ecosystems to be compliant and agile

Unisys and Mindtickle: partners in success

Since the initial launch, Unisys has started developing programs for bootcamps, product launches, and messaging training. They launched a new remote selling initiative that uses coaching and role-plays. Some individual teams have adopted the platform for team-specific training, and have used “Race to Hutto” content to introduce new Unisys employees to the Mindtickle platform.

A key part of its successful implementation has been the partnership with Mindtickle. For example, Mindtickle co-hosted one of the training team’s “Cup of Joe” biweekly sessions during the “Race to Hutto” launch, answering questions and providing tips.



“ The platform is easy to use but the Mindtickle team is wonderful to work with. As a customer, we feel like we’re working with a strong team that wants to make us successful. ”

Amy Lord, Sr. Analyst, Global Enablement, Unisys

mindtickle

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

Get Started