eurekos

Sysmex Europe Drives Product Adoption & Customer Advocacy with Eurekos LMS

case study

Learn how Sysmex optimized their face-to-face training with an online learning portal — reaching more customers, with richer content, for superior loyalty.

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Introduction

Looking to maximize customer loyalty and expand their product applications, Sysmex Europe was ready to transform their customer education program.

The solution? An online learning portal that would supplement their face-to-face training with on-demand resources, learning, videos, and webinars.

Read on to learn Sysmex's strategies and best practices for creating a one-stop learning shop that creates lifelong customer advocates for improved product usage and sales.

Challenge: Decentralized training, inconsistency and a growing demand

About Sysmex

Sysmex Europe GmbH is a subsidiary of the Sysmex Corporation. For over 50 years, the company has actively set new standards and driven innovation in haematology and its other areas of expertise. Sysmex is now among Europe's top laboratory diagnostics and healthcare companies, and the global leader for haematology diagnostics and service.

Training is the lifeblood of Sysmex's products. One cannot exist without the other. And due to the technical, scientific nature of their products, their training was held face-to-face across Europe, the Middle East, and Africa (EMEA).

While this onsite training was highly effective, it was beginning to pose several challenges as the demand for Sysmex's products grew.

Challenge #1: Decentralized Training

Sysmex had several places customers had to go to register for and receive training.

"We knew that they valued our training and wanted more of it … but with easier, unified, on-demand access," said Sabine Lindner, Director of Sysmex Academy, Sysmex Europe. "So, that is why we set out to develop a highly engaging, online learning environment that would serve as a one-stop training shop for our customers."

Challenge #2: Dual Training Needs—Limited Time

Sysmex provides two types of training:

- **Product-related**—how to use, troubleshoot, and get the best results from their analyzers

- **Background scientific information**—needed for lab technicians and clinicians to stay certified in their work and best interpret analyzer results.

However, with the time constraints of Sysmex's face-to-face training (typically 2-5 days), much of the focus had to be on their products. The demand for scientific information was very hard and time-consuming.

That is also what got Lindner thinking about an online learning portal. There they could house basic product information and tutorials,

Challenge: Decentralized training, inconsistency and a growing demand

which are easy to understand. And this, in turn, would free up more time for complex scientific training during face-to-face sessions.

Challenge #3: Inconsistent Messaging

Another key challenge was keeping up with product introductions. Whenever Sysmex rolled out a new product, they needed to develop training for internal employees and external end users. .

"Previously, our EMEA affiliates' employees would take English-based training at our EMEA training academies. They'd then use this content to develop their own training for their end customers in their native languages," said Lindner. "This slowed our training's delivery and created inconsistencies."

However, with an online learning portal, Lindner recognized that Sysmex could develop digital training for employees and end customers, in different languages, in parallel. And this would solve their learning delays and discrepancies.

Sabine Lindner with the EMEA Sysmex Academy Online community.

Challenge: Decentralized training, inconsistency and a growing demand

Challenge #4: Language Barriers

How to best handle training customers in multiple languages was another hurdle Sysmex faced as it continued to expand sales into new countries. .

"A learning portal with the ability to support multiple unique domains would make this much easier to accommodate," commented Lindner. "Each country's affiliate could get a tailored solution with their own language, configuration, and preferences built-in … which would be huge for their, and our, business."

Challenge #5: Growing Demand for Training

Lastly, with the number of learners growing by the day, Sysmex wrestled with how to keep up with the increasing demand for training.

"This was the final factor in our decision to develop a training portal. We could use it to host our web-based training, video-based training, video tutorials, etc.," noted Lindner.

"We want our customers to get the most from our products. That is why proper training is essential. And that is where the scientific background comes into play," explained Lindner. "It allows clinicians to access important information, which they need for implementing the right treatment for patients."

Goals: Transform and upgrade the customer learning experience
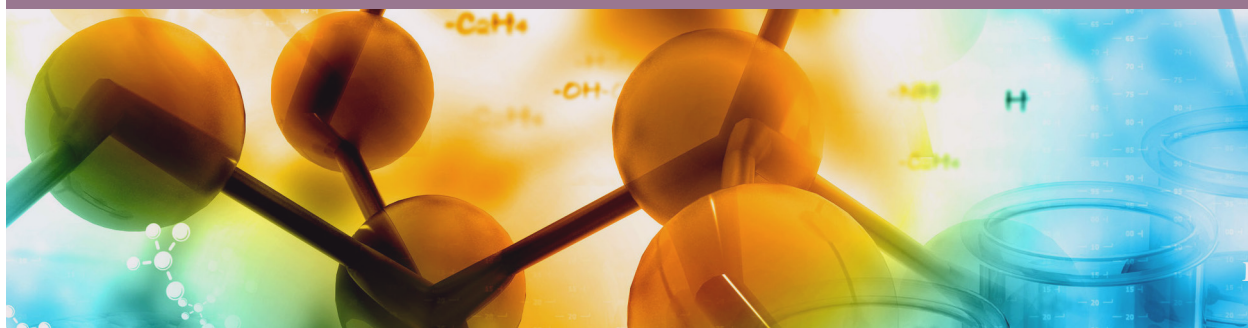
> "We wanted to use our training portal to build advocates. Training our end customers on both our products and background scientific information will help them do their jobs better. Which will build their loyalty to Sysmex, helping to spread the word about our products and support, and continuing to grow our sales."

Sysmex wanted to transform their customers' training journey across the EMEA region by augmenting its highly successful face-to-face training with an online learning portal called Sysmex Academy Online (SAO).

Not only would SAO give their customers a convenient and comprehensive one-stop learning center. But, it would also help to reinforce Sysmex's image as a valued knowledge provider. Lindner explains …

Sysmex's four primary business goals for creating Sysmex Academy Online were to:

1. Reinforce Sysmex's image of being a valued knowledge provider and specialist in their industry

"We want our customers to feel that we are heavily invested in their success."

2. Support the traceability of their customers' training history

"With a learning portal, lab managers would have a convenient, digitized way to manage their team's training records and certifications. This would make it easier to keep their lab accredited, and it would help them deliver superior results and treatments … since their technicians and clinicians would be better educated."

3. Facilitate more advanced, face-to-face training by providing basic product and theory training online

4. Have customers use more of their product's advanced diagnostic features

"If clinicians know how to use more of our analyzer's parameters and how to interpret these advanced results, they can give better, deeper treatments. This makes our product more valuable, and it makes our customers more likely to upgrade to newer product models as they are released."

> "Sysmex Academy Online covers all of our training activities in one convenient location. And, with its inherent design, we can offer more topics, more frequently, to more people," commented Lindner. "It makes it easier for our customers to become more educated."

Solution: Significantly expand self-paced training with a learning portal

To better educate and grow their customer advocate base, Sysmex upgraded from just in-person training to a three-part blended learning program:

1. **Onsite / classroom training**—advanced, face-to-face courses with certified Sysmex trainers; *registration and follow-up training held in SAO using Eurekos LMS*

2. **Digital training**—high-quality video tutorials and web-based training for both product-related and scientific topics; *in SAO using Eurekos LMS*

3. **Webinars**—live and on-demand scientific webinars to help lab technicians and clinicians stay up-to-date; *in SAO using Eurekos LMS*

LMS Selection
After an extensive search, Sysmex chose Eurekos to design and implement their learning portal. They chose Eurekos primarily because of their LMS' intuitive user interface and "modern, appealing" user experience.

"We wanted the portal to be as easy to use and engaging as possible. So, our customers would not only register, but return to it again and again," described Lindner.

About Eurekos

Headquartered in Copenhagen, and with offices throughout the USA and Europe, Eurekos is a global learning technology company. Its flagship product, the Eurekos LMS, is the first learning management system of its kind to help clients and partners create impactful learning content and repurpose old content, at record speed. The LMS also is known for delivering powerful administration, insightful analytics, and engaging blended social and collaboration tools, with a modern user interface and experience.

Solution: Significantly expand self-paced training with a learning portal

Intuitive Portal Design

Some of the ways Sysmex used the Eurekos LMS to make their learning portal's design more intuitive included:

- **A personalized user dashboard**—for a quick, at-a-glance overview of the learner's latest activities

- **A comprehensive course catalog**—with filters to easily find relevant content

- **Communication tools for social learning**—to enhance discussions in the learner's scientific community

- **Rich multimedia courses**—with games and tests to trigger certification

Sysmex also created microlearning videos to help users get the most from the portal and know how to use or navigate each section.

Unique Affiliate Domains

Another key reason why Sysmex liked the Eurekos LMS was its ability to support multiple learning audiences.

Sysmex Academy Online user dashboard.

Solution: Significantly expand self-paced training with a learning portal

"We have all of these affiliates, in different countries, with different language requirements," said Lindner. "Eurekos made it easy to build unique domains for each affiliate—tailoring the look, feel, and content for their precise needs.

Portal-based Collaboration

A final important feature that Sysmex added to their learning portal's design was collaboration. "It was critical that we gave our trainers a forum to easily collaborate with their training participants spread across the EMEA," noted Lindner.

The first way they accomplished this was through Eurekos' "Team Stream" team collaboration functionality.

With Team Stream, trainers can invite all participants in a classroom-based training to join an online team forum where they can exchange experiences before and after class. The forum also provides an easy way for learners to stay in contact and continue to collaborate.

Secondly, Sysmex used the Eurekos LMS to add an online marketplace where different countries could easily share content and courses between their localized domains. "It was important," commented Lindner, "to ensure there was an environment for collaboration and sharing culture among our affiliates."

Lastly, Sysmex will launch a "Community" section within SAO later this year to support online exchanges between customers.

Sysmex Academy Online catalog, in Turkish.

Solution: Significantly expand self-paced training with a learning portal

To ensure Sysmex's affiliates would be receptive to the new learning portal, Sysmex made sure they were part of the decision-making process from the beginning.

"Things are done very differently in Holland, versus Russia or Germany. So, that is why we encouraged our EMEA affiliates to get involved in developing the portal's key requirements," explained Lindner. "We also conveyed the tremendous value they would receive from Sysmex Academy Online, which drove their participation and resulted in a lot of great ideas."

Rapid Implementation

After partnering with Eurekos, Sysmex implemented their learning portal, and their first two affiliate domains, in just three months. "It was an aggressive timeline," noted Lindner, "but it was achieved because of the tremendous commitment of our implementation manager and our fantastic collaboration with Eurekos."

Eurekos also encouraged Sysmex to rethink the way they were delivering, administrating, and communicating their training.

"Sometimes you try to adapt software to your established processes. But, it's critical to be open to change. By adapting some of your processes to the software you've selected, it can streamline and improve your outcomes. And for this project, that was definitely the case."

—Kenny Munch, CEO, Eurekos
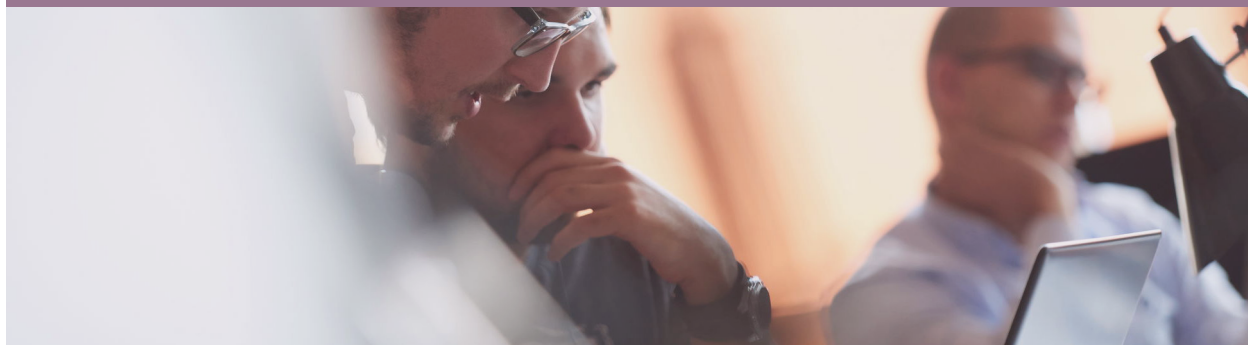
Solution: Significantly expand self-paced training with a learning portal

UD-10 Formation initiale en ligne

Félicitations pour votre achat du système UD-10 combiné à un UF-5000/4000! L'UD-10 vous permettra d'effectuer une analyse standardisée des sédiments, sans travail manuel ! Il vous aidera à obtenir une véritable automatisation de votre flux d'analyse d'urine afin de vous libérer du temps.

Contenant toutes les procédures de base, ce tutoriel sera mieux adapté aux utilisateurs qui commencent à manipuler les systèmes, ou fera office de rappels sur la façon de les utiliser. En commençant par la maintenance quotidienne et les procédures telles que le contrôle de qualité et la mesure d'échantillons, vous apprendrez les bases de l'analyse d'urine automatisée sur votre système. Nous vous enseignerons ensuite les procédures de base pour un fonctionnement efficace et en toute sécurité, ainsi que les manipulations de l'utilisateur pour la validation et la gestion des résultats. Enfin, nous nous concentrerons sur la gestion simple des réactifs du système.

Amusez-vous! Une fois terminé, vous vous sentirez en confiance en sachant que vous pourrez travailler plus efficacement, et avoir plus de satisfaction !.
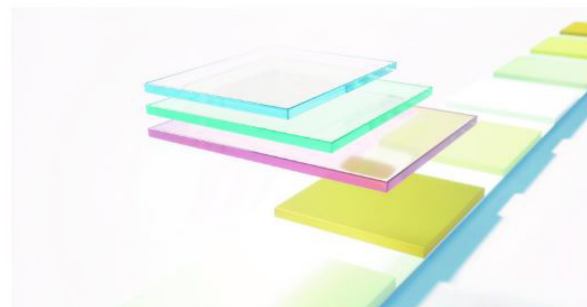
Navigation au sein de votre formation:

> Démarrage de l'analyseur
> Analyse des échantillons
> Réactifs et maintenance
> Testez-vous ;-)

Composition

Ceci est une vidéo-formation pour l'utilisation de l'UD-10 consistant en 3 vidéos séparées.

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SAO course preview in French.

SAO webinar registration, in Russian.

Solution: Significantly expand self-paced training with a learning portal

Training Portal Launch

After their initial launch, Sysmex continued to add one new SAO domain per month until reaching their targeted goal of 14 unique domains, in just over one year's time. "Before each domain rollout, we would give our affiliate all of the promotional and marketing materials that we had developed. Then, they were responsible for translating this content into their own local language, which sped the implementation time," remarked Lindner. "They were also responsible for promoting their domain via newsletters, brochures, and website communications."

Ongoing Support

Sysmex continues to support SAO by promoting it at industry events, such as scientific symposiums and trade fairs. And they promote it as part of their corporate marketing efforts, which include speaking engagements at user groups and industry conferences.

Milestones for SAO Rollout

- **100+ digital training localizations**—covered in the first 14 months, supporting 14 different languages

- **14 localized domains launched in 14 months**—spanning the complete EMEA region

- **14 languages in Sysmex's digital training offerings**

- **40+ locally trained domain managers and administrators**—to support Sysmex's customers

- **Customized international delivery/launch**—with a localized, multilingual approach; developed a community of SAO domain managers
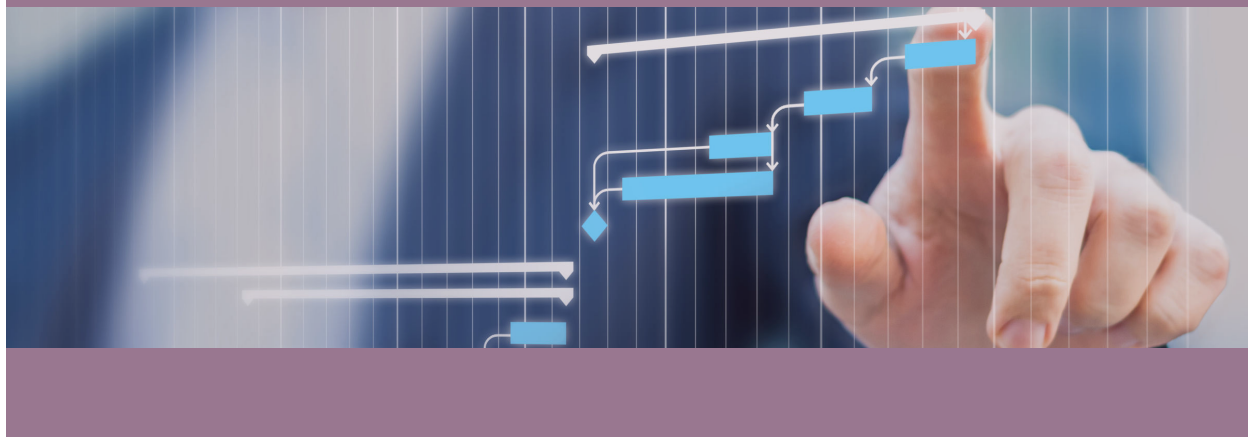
Solution: Significantly expand self-paced training with a learning portal

Sysmex trainers also introduce the portal at all of their face-to-face trainings. And lastly, Sysmex uses SAO to drive its own engagement with banners and announcements (for new courses, scientific resources, webinars, and more) on the SAO user dashboard.

"We now host all of our webinars in the portal, too. Which drives ongoing portal use and awareness. It is an excellent tool," said Lindner.

The EMEA Sysmex Academy Online community, colleagues from all over EMEA, at a summit to plan customer education strategy.

> "A measurable impact for the learning portal is with the behavior of the people working in the field," said Lindner. "We have made huge strides when it comes to our image as a knowledge provider and bringing more value to our end customers."

Results: A one-stop learning shop that creates lifelong customer advocates

Sysmex Academy Online has been a tremendous success, already addressing all of Sysmex's training challenges and targeted goals:

- **More learners are reached**—all of Sysmex's web-based training, video-based training, video tutorials, webinars, and even some scientific information is available online

- **Training is now localized**—with 14 unique SAO domains and content available in 14 languages

- **Messaging is now consistent and delivered faster**—thanks to the engagement of Sysmex's affiliates to convert English-based training and materials into their own language

- **Managers have a simple way to track/ manage lab certifications**—through SAO's collaboration and reporting tools

- **Training has been moved to a single access point**—end customers now have a one-stop-shop for all their learning needs

- **More advanced training is available**—with basic product training online, more advanced, scientific background training is covered in face-to-face sessions

Speaking to Sysmex's main goal—developing more customer advocates—this was achieved early on.

A surprise success for Sysmex was the incredible demand for their live, English-based scientific webinars hosted in SAO. They previously thought that end customers would only want to be trained in their local language. However, they now get registrations from all over EMEA when it's a webinar on scientific topics.

"This proves how hard it is to source this kind of scientific information, which is why our portal is doing so well," explained Lindner. "They have a real thirst for this scientific content. And we are happy to have found such an effective way

Results: A one-stop learning shop that creates lifelong customer advocates

to deliver it to them—to be their go-to knowledge provider."

Top Three Findings
A year after launching their training portal, these are Sysmex's top three findings:

1. A localized approach yields more autonomy and flexibility for delivering customer training across the EMEA

2. A learning portal with a modern design is, by itself, an additional service and marketing tool to target prospects

3. The successful launch of a learning portal has brought together a community of colleagues willing to elevate its success even further

As for key lessons that Lindner would like to share with other organizations considering launching an online training portal/program:

- **Don't be afraid to rethink your training processes.** It may take some work upfront, but the return can be huge.

SAO's Success by the Numbers

- **4,777** unique SAO user registrations, and growing

- **4x** the number of active monthly users

- **41%** increase in training signups

- **>600** digitized courses

- **1,614** certificates delivered online (versus printed)

- **Never underestimate the expectations of your customers.** They always want more.

- **Pick your technology provider carefully.** Make sure you have a partner that will help you get the most from your platform and improve your workflows.

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