

# case study

## ADP Major Accounts Services

ADP Major Accounts Services Relies On Saba to Strengthen Client Relationships and Reduce Support Costs

### Solution Overview

#### Industry — Data Processing

#### Challenge

Improve client retention and fuel business growth by enhancing the training experience for clients purchasing ADP Major Accounts Services products

#### Benefits

- Provide tool set to manage training as a business
- Attain goal of 90% new clients trained
- Provide learners with options by offering a blended curriculum
- Make training more accessible and flexible to fit busy client schedules
- Increase the completion rate for multipart courses by providing training in plans

#### Solution

Saba Centra  
Saba Learning Suite  
Saba Publisher, Standard Edition



Businesses rely on ADP for a broad range of transaction processing and information-based business solutions such as payroll processing, human resources management, time and labor management, employee benefits administration, and tax and compliance. The ADP Major Accounts Services business unit — which primarily serves clients with 50 to 999 employees — considers training an integral part of every product it sells.

Not surprisingly, in environments such as payroll and human resources, ADP's sophisticated products and solutions must address these complexities. To ensure clients derive maximum benefits from their ADP solutions, high-quality training is a must.

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Cathy Lowden, Project Manager, Learn@ADP  
ADP Major Accounts Services

To provide greater flexibility so clients could more easily attend training sessions and learn to apply ADP solutions within their organizations, in 2002 MAS implemented Saba Centra Web-based, online virtual training.

“We want all of our clients to receive training before going live with an ADP product,” said Cathy Lowden, project manager of Learn@ADP, which delivers and tracks learning for the company's clients. “Clients that get training are able to use our products much more effectively to support their businesses and obtain the desired benefits. In addition, training reduces the number of routine calls our help desk answers.”

### **Virtually Limitless Learning Options**

ADP Major Accounts Services provides traditional in-classroom training for some of its most sophisticated applications, such as human resources and payroll. Getting people away from their work environment for a day and taking advantage of personal contact and small-group interaction is particularly effective for mastering skills in these areas. But for many of the organization's nearly 65,000 clients — especially for smaller businesses with fewer employees or those at a significant distance from ADP's training facilities — fully interactive, virtual training provides a much more flexible option.

Saba Centra learners can take advantage of the solution's fully interactive whiteboard, share documents in applications such as PowerPoint and Word, provide instant feedback through clapping hands or symbolic laughter, use chat rooms for small-group breakout sessions, or email questions to the instructor.

Online learning allows the organization to divide a day's worth of in-classroom training into a series of virtual sessions that can be scheduled over several days or weeks, providing clients much more flexibility to get key employees trained. The virtual environment also enables students to easily learn at their own pace, for a truly individualized learning experience.

"Our goal is to enable our clients to gain the full benefit of our products," Lowden remarked. "Saba Centra enables us to provide clients with more flexible options of training delivery. Those that have participated in training tend to be more satisfied with ADP and are more likely to purchase additional ADP Major Accounts Services products in the future."

The implementation of Learn@ADP, with Saba as the Learning Management System (LMS) engine and Saba Centra as an integrated learning option, has made it easier for clients to get the training they need. More flexible access to training allows ADP Major Accounts Services clients to fully use the product set, and reduces the number of routine questions fielded by the organization's support groups.

### **Selecting Saba**

ADP Major Accounts Services selected Saba Centra for a number of reasons, including the ability to use cost-efficient voice-over-IP capabilities and Saba Centra's innovative integrated features that closely simulate the interactivity of an in-classroom environment.

One year after the organization began using Saba Centra for its clients, the group rolled out the Saba Learning Suite to register and track training — in-classroom and virtual — for clients across the U.S. When an ADP Major Accounts Services client uses Learn@ADP to register for a virtual class, the Virtual Learning Environment (VLE) Connector automatically and transparently passes information between Saba Learning and Saba Centra, establishing a link for the Saba Centra session within Saba Learning. This avoids inconveniencing clients or requiring administrators to duplicate entries in both systems.

Saba Learning has helped standardize learning registration and notification across ADP Major Accounts Services' various field organizations. In addition, it has allowed the Learn@ADP team to centralize the reporting of training data, providing executives with key information at their fingertips — such as the percentage of time being spent on different training activities, usage of the company's more than 100 physical training facilities and other resources, instructor assessments, and client completion rates.

"We have found that because our clients get so busy, many participate in the first couple of training sessions, but don't complete an entire sequence," noted Lowden. "Saba Learning allows us to put all the sessions on people's training plans right up front, and track users' progress toward their goals — so individuals get the training they need to use ADP applications powerfully and efficiently."

### **Dynamic Instructors and Creative Content**

ADP works hard to provide high-quality training for the instructors who conduct the virtual classes and to develop outstanding learning content. Virtual-class instructors take many hours of training over a four- to six-week period to become certified.

Content development begins when Marketing requests a course to support a new product launch or upgrade. Courses are designed and created using teams of project managers, training developers, and instructional designers — then are tested in small groups before being approved for general use either in the classroom or online. All course content is developed internally by ADP — some with the help of the Saba Publisher content development tool — although outside resources can be engaged when needed.

ADP Major Accounts Services currently has more than 800 items in its course catalog. The organization receives approximately 100,000 registrations for all types of training each year. That includes training provided for new contacts at existing client companies.

### Valuable Lessons Learned

As a pioneer in using virtual learning to improve client skill sets, Lowden had some advice for other businesses considering online, Web-based training: build and execute a realistic project plan, establish a stakeholder committee to manage use of the learning solution, and invest the time needed for successful change management.

ADP has recently taken its own advice as part of an upgrade to newer versions of both Saba Centra and Saba Learning, a process that has required a significant investment of time and energy, but has gone smoothly. “We are very pleased with the competitive edge the Saba solutions provide us,”

remarked Lowden. “The solutions are very valuable both in supporting the registration of new clients and the overall growth of our business.”

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