

CM Group Easily Enables its Fully Remote Sales Team

Industry: Information Technology & Services

Company Size: 501 - 1,000

Use case: Onboarding and training, Sales Readiness

Matt Feldman

VP global enablement

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. MindTickle's Courses and Quick Updates make it easy to create a flipped-classroom experience combining instructor-led sessions, PowerPoints, zoom recordings, Google Drive resources, and quick assessments to keep employees engaged and encourage knowledge retention.

About CM Group

CM group has Martech industry's largest family of email and multichannel marketing products. Founded in 2017 with the collection of three industry-leading email marketing platforms: Campaign Monitor, Delivra, and Emma. Created to offer solutions that meet the needs of every marketer. They allow clients to scale across brands as they grow, identifying the right solutions at every step of their journey.

Challenges

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.

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.

Impact

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