



SUCCESS STORY

Clarity Creates eLearning Modules for Fortune 50 Health Benefits Company

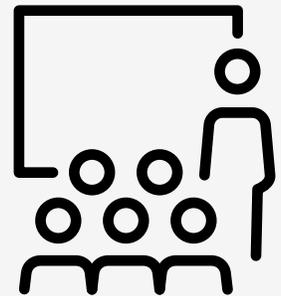


The Challenge

Converting training from outdated formats to corporate eLearning modules

Our client is a leading health benefits organization that, through its affiliated companies, serves more than 79 million people, including 41 million within its family of health plans. A company that prides itself in having one of the industry's best training programs, our client aimed to convert sales training courses to eLearning modules that would help its salesforce kick-off 2020 with a bang.

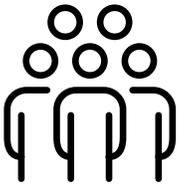
When our client's sales training manager was tasked in September 2019 with revamping four existing sales training courses from PowerPoint and Word formats to eLearning modules by the end of December, she knew she needed a partner that could deliver the results her team needed on a tight timeframe. Referred from an internal contact who had partnered successfully with Clarity, she reached out immediately to get the ball rolling.



The Solution

Top talent creates customized eLearning content for sales enablement

With more than a quarter century of expertise in placing elite learning and development professionals in high-demand positions in large, global organizations, Clarity was more than up to the task.



First, Clarity's sales and recruiting teams worked closely with our client to deliver five consultants — four instructional designers and one web developer — to work on the project.

Critical requirements included the ability to meet deadlines, work autonomously and be resourceful. Although the timeline was compressed, the company was discriminating in terms of the consultants ultimately chosen for the work. Clarity worked closely with our client to understand specific requirements and ensure the caliber of talent would meet their discerning needs.



Once onboard, Clarity's instructional designers worked closely with the client's subject matter experts and sales training team to analyze existing material, storyboard and design

the new content, record voiceover, and develop four eLearning modules in Articulate Storyline 360 totaling approximately 60 minutes of completed content.

The Results

Empowering our client's salesforce

The four 15-minute eLearning modules — part of our client's Sales Academy program — were leveraged during the January 2020 sales kick-off. Clarity's consultants took content, combed through it, asked thoughtful questions, pulled together recommendations and quickly incorporated feedback to turn around assignments.

At one point during the project, our client needed help selling the idea of eLearning to one of her key stakeholders. Clarity's consultant was able to create an eLearning simulation within 48 hours to help secure buy-in. Across the board, Clarity responded quickly to client needs, delivered on expectations, and delivered the specialized professionals that were needed for the job.

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