

# How a **US-based** Audiovisual Company Expanded Its **Customer Training** Globally?

Our client, a US-based audiovisual company providing audiovisual products and technologies works towards taking everyone's entertainment experience to the next level. In the beginning, they were already using a learning management system but it was not up to the mark. They are now utilizing our Salesforce learning management system to offer artists, filmmakers, and game developers opportunities to learn how to utilize these technologies through their training.



## OUR CLIENT

Our client is a **US-based audiovisual company** that specializes in providing technologies, products, and training to their customers and is driven towards **enhancing entertainment**. Their audio product, sends multidimensional spatial sounds that make you feel transported to the place itself. The video product they have called Dolby Vision shows every expression of the characters even in the night shot. In addition to these, with the help of Dolby Institute, they **educate, inspire, and support** new generation **filmmakers, musicians, and game developers** to get the software and resources they need in their endeavors.

# THE CHALLENGES

Being an audiovisual technology provider, Dolby was facing some major challenges in advertising their products and training their customers to utilize them. They are as follows:



## Difficulty in Training Their Customers Efficiently

They were not satisfied with their previous learning system and wanted a new learning platform that could offer their courses to their customers so that they could easily manage their training even in a pandemic situation like COVID-19. They desired to teach all the aspiring artists what their products are and how to use them and stay updated on the current trends without any barriers.



## Their Customers Were Not Engaging with the Courses

The previous learning system they used was not able to keep their customers engaged with the learning content and failed to improve it further for customer retention.



## Learning Data to Be Stored in Salesforce

They wanted all the learning data of their customers to be accessible to their backend team using Salesforce. They desired their Salesforce users to be able to access the learners' information within Salesforce itself.



## The Ecommerce Platform Was Not Available

They didn't have any e-commerce platform to display their courses and process the purchases made by the customers to securely make their payments. They also didn't have any way of offering discounts or coupons on their course purchases to their customers.



## Not Able to Get Any Metrics on Learners' Performance

In their previously used learning system, they didn't have any way of getting reports on the purchases customers made and their training results. They were not able to comprehend their customers' learning and purchase experience, test results, credits earned, and even their course sales.



## Didn't Have Any Platform to Conduct Webinars

They wanted a learning system where they could easily conduct live webinars in the form of video conferencing as the previous one didn't have any web conferencing features available.



## Multiple Languages Were Not Supported

They wanted their learning management system to be able to support varied languages and their previous learning system was not aiding in that.

# SOLUTIONS MapleLMS OFFERED

After integrating our MapleLMS with Salesforce, we provided them with our learning management system with the following features as a solution:



## Effective Customer Training with MapleLMS Learning System

With the help of MapleLMS, they resolved their customers' training even in the times of the COVID-19 pandemic using our upgraded learning technology available even offline. They now manage all their training and successfully provide their customers with their product knowledge, how to use these technologies and keep them updated with the latest trends in the industry



## Increased Customer Engagement and Retention Using iLearn Feature

Our iLearn feature helped increase our client's customer engagement and retention drastically with the help of intuitive and interactive content available in various formats. They now easily create, edit, and preview their course content within our LMS platform itself.



## Centralized Data Availability for Their Salesforce Users

With the MapleLMS integration with Salesforce, the backend staff gets direct access to the learners' data including the total number of courses, dates of course completion, earned credits, and more.



## MapleLMS Integrated with Shopify Storefront for E-Commerce

We at MapleLMS integrated our learning system with the Shopify storefront and they now list their courses or products there using our e-commerce module. They have complete control over the storefront's design and it comes with readily available shopping carts, themes, blogs, and website templates. It also supports auto-commissioning, secured payment gateways, group discounts, and coupon codes using both our online LMS and Shopify storefront.



## MapleLMS Provided Reporting & Analytics for Actionable Insights

MapleLMS synchronizes each activity in Shopify that helps provide precise reporting and automatically shares with the stakeholders of our client. On our LMS platform, detailed reports on participation, test results, and credits earned are presented in ACCME PARS through charts and dashboards. These reports inform analytics for insights into learning, purchasing, and enhancing both of these experiences. They also provide comprehensive analytics on our LMS and Shopify usage, along with course sales data.



## MapleLMS Integrated with GoToMeeting for Conducting Webinars

Using the MapleLMS integration with GoToMeeting, our client now easily conducts live training like webinars and even records them for future reference for their customers. Their instructors now interact conveniently and interactively with their customers in real-time anywhere and at any time.



## MapleLMS Supports Multiple Languages for Global Customers

MapleLMS is multilingual and both our LMS platform and courses are now easily translated into the desired language by our client. They even create courses and assessments in the language required by their customers. This helped our client make the learning experiences of their global customers more accessible and interactive.



# THE BENEFITS

Our client's customer training became 97% more accessible to their target audiences including filmmakers, musicians, and game developers



With the help of our iLearn feature, they increased their overall customer engagement and retention by 98%



The backend team of our client using Salesforce increased their overall performance by 96% due to easy learners' data access.



Our client's customers enhanced their purchase experience by 96% through our ecommerce module.



They improved their customers' learning experience by 99% with the help of our reporting and analytics.



They experienced easy webinars and live training sessions with both their instructors and customers using GoToMeeting.



They increased their reach on the global level by 95% with the support of our LMS in translation in multiple languages.



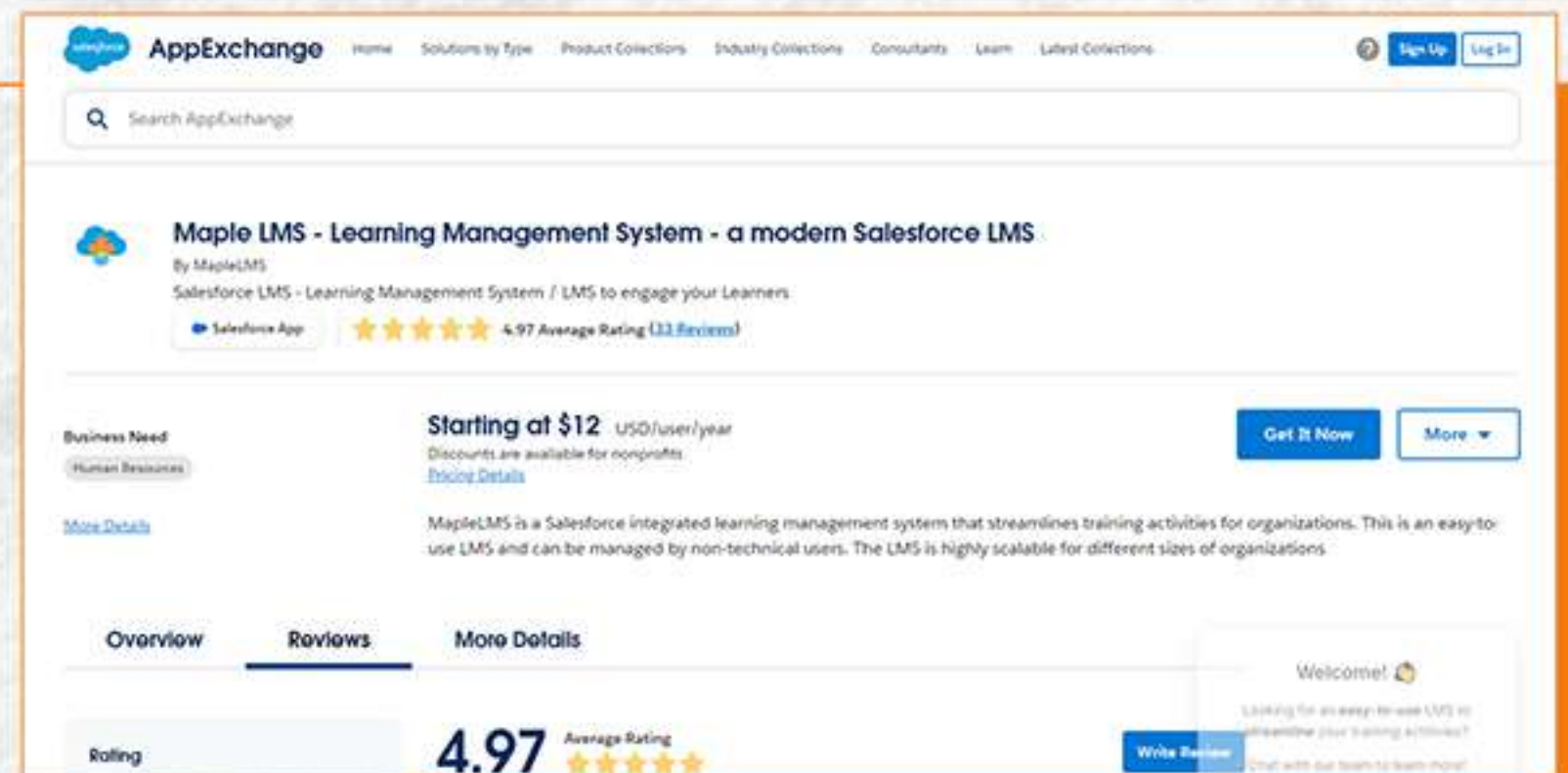


# CONCLUSION

Our client is seamlessly spreading knowledge about their audiovisual products and technologies to empower and inspire new generation artists using our learning management system.

## ABOUT MapleLMS

MapleLMS is a no. 1 ranked Salesforce LMS on Appexchange. We are a leading LMS provider for associations, nonprofits, and corporations.



## CONNECT WITH OUR INDUSTRY EXPERT

Avin has almost 10 years of experience and significant experience working with Corporations and solving their challenges. He has worked with more than 100 customers and has optimized their challenges with an amazing solution

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## OUR AWARDS

