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ADP's Time and Labor Management Unit creates a million dollar revenue stream while slashing training time and costs.



INDUSTRY

Human Resources and Employee Services

WEBEX APPLICATIONS

Training Center

SUMMARY

ADP's Time and Labor Management Unit adopted WebEx Training Center to meet aggressive staffing plans and increased demand for customer training. The resulting efficiencies slashed training travel and labor costs while increasing customer training revenues to nearly \$1.2 million by the end of 2006.

ABOUT ADP TIME AND LABOR MANAGEMENT

Line of Business

Business management applications

Headquarters

Jacksonville, Florida

Number of Employees

350

WebEx Customer Since 2001

Automatic Data Processing, Inc. (ADP), with approximately \$8 billion in revenues and 550,000 clients worldwide, is one of the largest providers of a broad range of premier, mission-critical, cost-effective transaction processing and information-based business solutions. The National Account Services Time and Labor Management Unit, managed within ADP's Employer Services Division, serves over 2,000 customers throughout the U.S. Roughly 35% of the unit's 400 employees work remotely.

The Challenge

In 2000, ADP's Time and Labor Management Unit was implementing a significant growth strategy, forecasting a 36% increase in employees along with an associated increase in new customers over the next 5 years. Jenifer Whitmer, the unit's Director of Training and Development, understood that this aggressive plan would strain Time and Labor Management's existing training capabilities. Whitmer was also asked to meet this demand while slashing 30% off staff travel costs, reducing employee training costs by 25%, and shortening the overall time required to implement new products at the customer site—a process in which training played a key part. These ambitious goals made finding a radical new way to deliver training—to both employees and customers—a corporate imperative.

The Solution

Whitmer realized that adding a computer-based component to their training mix was called for, and, after experiencing the WebEx web meeting application live online, she realized WebEx was the solution they were looking for. The initial rollout was focused on providing product training to remote employees, followed up by shorter visits to the corporate office for live classroom instruction. Once this program was up and running, Whitmer's group decided to offer online training to its customer base. According to Whitmer, “We wanted to eliminate onsite customer training 90% of the time. We achieved this by marketing our online solution exclusively, calling it our virtual training program, and only made onsite training available when the customer asked for it.” Whitmer's team then developed a branded web portal to deliver customer education information to speed processes.

The team's capabilities were greatly extended with the release of WebEx Training Center in 2002. Training Center allowed Whitmer to apply highly interactive classroom tools like whiteboards, quizzing and polling, and a robust class scheduling and registration system. One of the most welcome Training Center features was Hands on Lab. Previously the unit's online classes had been slowed as instructors shared applications one-on-one with each attendee, requiring other students to wait for long periods of time. “Hands on Lab speeded our classroom delivery,” says



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Whitmer, “by allowing students to practice new applications on remote servers before or after class. This made instructors and participants more efficient and more satisfied with the training.”

Time and Labor Management’s most recent implementation is the integration of WebEx with SABA Learning Management System (LMS). Whitmer’s team was still handling too much of the training administration functions, such as administrating registration, class schedules, and canceling enrollments. According to Whitmer, “Now our students go through the LMS, which is referred to as the TLM Learning Portal, and view our catalog, register for class, download course materials, and launch WebEx Training Center right from the system. The integration is seamless to the user and it puts responsibility for training into the hands of our employees and customers.”

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The Benefits

In the five years since Whitmer’s team implemented WebEx web meeting applications, they have realized extraordinary results. According to Whitmer, “We have our own virtual computer lab with 7 VM Ware servers and at least half our 9 client instructors are conducting virtual customer training every day. With WebEx we’ve increased our customer training revenue from \$200,000 in 2001 to an anticipated 1.2 million dollars by the end of 2006.” Customer training evaluation scores have steadily increased year to year, and the travel costs associated with training remote employees has been reduced 20%. “At the end of 2002 we had a 4-month training cycle for new staff,” Says Whitmer. “With Training Center, we have reduced that 4 months to five weeks.”

One of the metrics Whitmer tracks for her team is instructor utilization. Before WebEx was implemented, its instructors were working well over 100% capacity and still unable to keep up with the customer training demand. “Before WebEx, an instructor’s travel schedule was literally four weeks a month,” says Whitmer. “Now a busy month is two weeks, but we’re training more customers than ever before. That’s real productivity.” Whitmer’s team is forecasting to train approximately 16,000 learners by the end of 2006, a 10% increase from 2005.

The Future

Whitmer has ambitious plans to continue adding efficiencies to their solution. These include continuing to build a robust content library utilizing Training Center’s On Demand Module coupled with the LMS to prepare prerecorded training sessions for anytime delivery. The unit also wants to help employees and managers take more responsibility for personal development. “We want to use our WebEx /LMS integration to map job competencies to training content and career development paths,” says Whitmer. “Employees will be able to see what skills are required for a particular job or career track and access the learning that can help them become competent for that job.” Whitmer is also planning to focus more marketing to customers to encourage them to think of advanced training as a way of leveraging their investment in Time and Labor Management products.

Finally, Whitmer sees the WebEx/LMS solution as a pathway to integrating with a performance management system to track activity and human capital utilization on a vast scale. Whitmer sums up their future plans in this way: “The more we can leverage WebEx’s capabilities, the more revenue we can generate, the more we can reduce travel costs, and the more productive we can become.”

HIGHLIGHTS

- ADP’s Time and Labor Management Unit needed to slash training time and costs while serving an increasing number of employees and customers.
- WebEx Training Center blended with onsite classes enabled better instructor utilization and led to a 20% reduction in travel costs for employee training.
- Customer training revenues increased from \$200,000 in 2001 to a projected 1.2 million by end of 2006.