



➤ Enhance productivity
and lower total cost of ownership

Technology Training Services



Customer Relationship Management (CRM) software and other applications are critical tools that help sales and service people perform at high levels in their customer-facing roles—a key touch point for an organization’s success. Growing pressure to efficiently sell to and service customers and an increasingly complex application and IT environment have made it difficult for field force professionals to learn and proficiently use these applications to do their jobs. Similarly, with higher rates of turnover among field professionals, new hires need to reduce the time it takes to reach proficiency in their roles. With effective new hire instruction on sales and service systems, these key personnel can more quickly be productive and strengthen customer relationships.

C3i’s Technology Training Services Solution is an end-to-end and focused offering that quickly advances the productivity of field professionals using “off-the-shelf” CRM and proprietary field-based systems.

Only C3i delivers
a comprehensive program across multiple channels
to enhance the productivity
of sales forces and customer service groups,
resulting in a lower total cost of ownership.

C3i’s Training Services

- » **New hire, rollout and continuous learning** for territory management technology programs
- » **A variety of delivery channels**, such as traditional classroom-based instruction, online learning and self-paced computer-based training
- » **Seamless integration** with help desk support and systems implementation services for a coordinated, proactive program
- » **A sales process-based approach** to designing curriculum and materials that tightly align with an organization’s day-to-day activities

Types of C3i Technology Training Services

C3i’s full array of instructional modes enables end-users to make the most of their customer management systems.

Working with you to define the optimal learning methods for your sales and service professionals, C3i’s educational consultants tailor the programs and deliver each session through your preferred channel. The resulting continuous learning maximizes user adoption of CRM software, so your company more quickly reaps the benefits of your information technology investment.

Delivery Channel	Training Program Type		
	Rollout	Refresher	New Hire
Traditional Classroom	•	•	•
Virtual Classroom		•	•
Self-Paced eLearning (Pre-Learning)	•		•

Benefits of C3i Technology Training Services

Designed to help customers achieve maximum sales force and service productivity.

Key Attribute	Description	Benefit
Traditional classroom-based instruction	Instructor-led training that effectively teaches participants by troubleshooting issues in a live, interactive setting	High end-user satisfaction with learning
Virtual classroom	New hire or refresher instruction delivered live over the Internet using WebEx or other synchronous learning tool	Rapid, dynamic and economical deployment of training
Self-paced eLearning	Instruction, delivered on a CD-ROM or corporate learning management system, provides key background knowledge for subsequent instructor-led training	Reusable programs that enhance subsequent traditional or virtual classroom instruction
End-to-end integration of training with support services	Help desk calls reveal end-user rollout challenges that are proactively addressed by customized, future training curriculum	Improved end-user adoption and reduced help desk call volume
Customized, process-focused training solutions	Industry experts tailor your instructional curriculum and materials based on your specific business needs, processes and strategies	Enhanced sales and service productivity

In a recent Gartner survey,
C3i scored in the top percentile
for all external service providers
as rated by user clients.

“ C3i received high marks
for its experienced pool of resources
and expertise in providing training.”

Dale Hagemeyer

2005 VENDOR RATING RESEARCH NOTE
GARTNER RESEARCH



C3i's unrivaled technology and outsourcing services help organizations dramatically improve customer management effectiveness while lowering the total cost of deploying and supporting a CRM environment. Only C3i provides a complete portfolio of business consulting, systems implementation, technology training, help desk, performance optimization and workstation management services. By combining these end-to-end services in a seamless solution, C3i delivers the best-in-class CRM and business intelligence offerings for mobile professionals supporting global life sciences, medical products, financial services, consumer packaged goods and high tech organizations. C3i has global operations centers in the United States, India and Europe. For more information, please visit C3i's website at www.c3i-inc.com.

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