

ON24 Customer Case Study

Sodexo Education Market Summer Training



Case Study Background

INDUSTRY

- On-site service solutions

SUMMARY

More than 4,500 Sodexo managers—scattered across the globe and all 50 states—were invited to attend a continuation of the company’s virtual management training program, and 90% registered. Sodexo provided hours of training for each manager at a fraction of the cost of traditional face-to-face training. The company estimates savings of about \$1.4 million.

Situation: Implementing Global Training

Sodexo is a leading provider of integrated food and facilities management services to schools, colleges and universities. Its 4,500 education market managers are scattered across the globe and in all 50 states. The company recognized that a training effort conducted in the summer would enable the company to use the time when school is out to regroup, reorganize and implement new concepts and programs.

However, the logistics and cost associated with providing ongoing training to geographically dispersed managers seemed daunting. It became apparent that a virtual solution would best meet Sodexo’s needs.

Sodexo’s virtual training and communication strategy addressed the following:

- Training delivery to a geographically dispersed audience, while continually refreshing content
- Introduction of a new division president
- Allowing seasonal employees to conveniently obtain training information
- Increasing employee engagement

Solution: Education Market Summer Training

A virtual management training program, the Education Market Summer Training, was developed. This unique “summer school” began with a webcast kickoff, enabling the live introduction of Sodexo’s new division president to a team of more than 450 managers, with a subsequent live Q&A.

In the following three months, Sodexo used the ON24 platform as a virtual training environment, refreshing content every two weeks. Seasonal employees had on-demand access to materials, and as a result did not miss any technical, training or career development updates. Subject matter experts were “special guests” for online chats, helping drive participation.

Sodexo delivered consistent training with broad reach via ON24. Benchmarking found that managers ranked the experience above previous trainings in learning effectiveness, usefulness of materials and job impact. Compared to traditional training, the virtual training events attained a cost savings of \$1.4 million.

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Results: Exceeding Objectives and Reducing Costs

Leveraging ON24's platform, exceptional results were achieved:

- 4,050 managers registered (about 90%)
- 9,322 webcasts viewed
- 1,175 peer-to-peer communications
- 3,082 scheduled chat sessions
- 50,168 documents viewed
- Increased manager participation
- Estimated \$1.4 million cost savings

“Our Education Market Summer Training has proven to be a breakthrough innovation,” said Michele Suprunowicz, Senior Director of Talent Management and Development at Sodexo. “We reached a large audience in a very efficient manner using ON24 and have achieved meaningful ROI from both cost savings and increased manager involvement in our training process.”

How Sodexo Measures Virtual Training Effectiveness

Objective: Provide training and ongoing content updates to a geographically distributed workforce of seasonal employees.

Strategy: Leverage the ON24 Virtual Show platform to broadcast the division's kickoff, to deliver new training to more than 4,500 managers, and to continually refresh content.

Results: A series of virtual training events enabling Sodexo to provide hours of training for each manager at a much lower cost than face-to-face training. Research confirmed the learning benefits, with managers ranking the training highly in terms of knowledge gained and beneficial job impact. Sodexo is now preparing a content refresh for the virtual environment, and company managers have already made multiple submissions of material for planned online events.

