



PROCORE®

INDUSTRY

Enterprise Software

EMPLOYEES

1,400

HEADQUARTERS

Carpinteria, CA

WEBSITE

procore.com

WEBSITE

learn.procore.com

TOP METRIC

Program has certified over 100,000 Procore users

CASE STUDY | PROCORE

Construction Management Software Launches Certification Program and Scales Customer Training with Skilljar

Procore connects people, applications and devices through a unified platform to help construction professionals.

Skilljar partnered with Procore to launch its online onboarding and certification program. Procore has now granted more than 100,000 certifications, and built a LinkedIn group with more than 2,200 Procore certified members.



Skilljar enables our customers to easily go through onboarding at their own pace and allows us to deliver training in an easy-to-use and intuitive environment.

— Dean Onishi, Director of Documentation and Certification, Procore

Challenge

Business was booming for Procore and the company's user base was experiencing rapid growth. However, while great news for Procore's leadership and business success, effectively onboarding thousands of new users was an immense hurdle.

Procore's Customer Success team was spending innumerable hours scheduling (and rescheduling) training calls, live webinars and conference calls, chasing new users via email and even sending trainers on-site. Despite these efforts, Procore needed to establish a more efficient and scalable approach to streamline the onboarding process for new clients.

Goals

- Create a large ecosystem of Procore Certified Users
- Deliver interactive, self-paced training, including hands-on labs
- Provide a seamless experience with Procore from branding and single sign-on (SSO), to in-app capabilities
- Offer flexible reporting access
- Utilize built-in APIs for deeper integrations

Results

- In revamping its online onboarding and certification strategy, the Procore training platform became freely available to all customers, employees and industry professionals
- Since launch, Procore has granted more than 100,000 certifications and has a course completion rate well above the industry standard
- Procore also expanded its course offerings to include the development of five job-related task simulators that walk users through the process of performing a task using Procore's mobile iOS application
- The ability for users to publish Procore Certification certificates to their LinkedIn profiles also created a new channel for lead generation, driving brand awareness across their networks
- Additionally, Procore launched a private [Procore Certified User Group](#) on LinkedIn, where members must add their certificate to their LinkedIn profile in order to gain membership. There are currently more than 2,200 members.

